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The American Perfumer

and Essential Oil Review

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U.S. DEPARTMENT OF AGRICULTURE

PERFUMER
PUBLISHING
COMPANY

SEPTEMBER
NINETEEN
TWENTY-THREE

38-43



American Can Company

NEW YORK



DEEPER SIGNIFICANCE

There is no question but that intelligent buyers of Otto of Rose realize the desirability, even the necessity of purchasing on the basis of quality, not price. For this reason it is superfluous to mention except



incidentally that Botu Pappazoglou's Otto of Rose d'Or has been the standard for three generations and that OTTO OF ROSE D'OR has provably deeper significance than the mere words Otto of Rose.

Notwithstanding crop and labor conditions in Bulgaria which have resulted in a severe shortage and encourage sophistication the standard of Otto of Rose d'Or quality remains what it has always been, unapproachably above competition.

The cost necessarily is above that of last year for the reasons mentioned but under the circumstances is unusually favorable. We do not claim the lowest price, only the highest quality and the best value for money expended.

Botu Pappazoglou & Co. - Kazanlik
Ungerer & Company - New York

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The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.
TWENTY-FIVE CENTS A COPY.

NEW YORK, SEPTEMBER, 1923

Vol. XVIII, No. 7

THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

PERFUMER PUBLISHING COMPANY

14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer } 14 Cliff St.
EDWARD W. DREW, Secretary - - - - - } New York

TERMS OF SUBSCRIPTION

The United States and Possessions - - - - - \$2.00 a Year
Canada, Cuba and Mexico - - - - - 2.50 " "
Foreign (Countries in the Postal Union) - - - 3.00 " "

TELEPHONE NUMBER: BEEKMAN 6791

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JAPAN'S CATASTROPHE STIRS WHOLE WORLD IN SYMPATHETIC AID

With many friends and subscribers in Japan it is difficult for us adequately to express our personal interest in the news following the convulsion of Nature which devastated cities and cost innumerable lives. Efforts by cable and radio to get in touch with our Nippon friends have been futile. We can only hope, at this moment, that they may be safe and sound.

Americans generally have a warm feeling for the Japanese, despite the propaganda of some visionaries, and it was shown at once by starting funds for the relief of the sufferers and in the action of the American Government in sending its ships filled with supplies to the stricken Empire.

In the perfumery and toiletry industries many of us have met and know Japanese. They have taken an interest in the game that has won friendship for them. It was natural therefore that contributions to the American Red Cross Fund were prompt and liberal. Gilbert Colgate, president of the American Manufacturers of Toilet Articles, was chairman of the committee on subscriptions in our industries. He asked everybody to rush their subscriptions to the Red Cross and not stop for formalities. As a result the details are not available. But results were very satisfactory.

OVER SIXTY YEARS OF ESSENTIAL OIL MANUFACTURING IN AMERICA

There is no trade "romance" in the American essential oil manufacturing industry, but there is human interest in some statistics which the Department of Commerce has sent for the perusal of the readers of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. Few of our clientele have much recollection of events back in 1859. It was then that statistics began in this industry. The capital invested in the forty-five little primitive plants, with an average of two workers each, was only \$36,000, but the output of \$124,000 was so phenomenal for the time that it started the statisticians.

While the number of establishments has not changed much, the year 1921 saw an enormous increase in capital invested and in output. The \$36,000 is now about \$9,000,000; the \$124,000 has grown to \$3,504,572. But let the table show the progress, which has been steady, except for a setback between 1919 and 1921. The official figures and our comments on the 1921 census are given on another page

and tell their own story. This is simply a separate soliloquy on the span of three generations in this important industry.

	1859	1899	1909	1921
Capital invested	\$36,000	\$376,000	\$1,365,000	\$9,000,000
Wages and salaries.....	\$12,000	\$61,000	\$123,000	\$364,000
Cost of materials.....	\$87,000	\$389,000	\$1,255,000	\$2,548,000
Value of products.....	\$124,000	\$813,000	\$1,737,000	\$3,504,572
Value added by manufac- ture	\$37,000	\$224,000	\$482,000	\$873,000
Number of establishments	45	47	68	27
Wage earners, average...	74	168	290	299

¹ Estimated on basis of other returns; 1921 census did not call for figures.

² Includes \$82,882, reported by 38 establishments reporting products of less value than \$5,000, previous censuses having omitted only those less than \$500 each.

FOREIGN INVASION SHOWS BIG INFUX OF MATERIALS FOR PERFUMERY

Figures of the Government's Bureau of Statistics of Foreign Trade regarding imports of perfumery and similar products are just now available for the fiscal year ending June 30, 1923. The returns for May, 1923, on the imports of perfume materials raise a doubt, although they apparently check up with the Government totals. The amount given for this item is \$858,576, of which \$704,947 is not dutiable. This duty free item is very high and makes the May total \$1,120,016, which only once before (in September, 1922) has been exceeded, or approached closely. The fiscal year's \$7,048,957 reveals only a reasonably normal gain of something more than a half million dollars in the last two years—but it is growing!

This table is interesting, in that it gives comparisons, to which might be added the fact that the April imports were only \$503,863, so that the two months of April and June of this year figure together \$183,962 less than the one month of May. The new Tariff Act can hardly be a reason, although last year it was an element of interest. Herewith the table:

	May, 1923	June, 1923	Year ending June 30, 1923
Perfumery, including cosmetics.....			\$2,263,969
Perfumery, including cologne.....	\$201,091	\$203,990	\$2,148,351
Bay rum, toilet and floral waters..	3,635	3,394	\$27,858
Perfume materials	858,576	161,436	\$2,032,636
Cosmetics, powders, creams, etc.,	56,714	63,371	\$546,113
Totals for 1923.....	\$1,120,016	\$432,191	\$7,048,957
Totals same periods for 1922....	\$811,556	\$460,363	\$6,657,182
Totals same periods for 1921....	\$465,420	\$430,387	\$6,259,297

¹Period July 1 to September 21, 1922.

²Beginning under new classification Sept. 2, 1922.

Perfume materials specified in the above table do not include the raw products which come into America as essential and distilled oils. There is a healthy increase in this direction, for June imports not only nearly doubled the year ago month but have only been exceeded once before. The changes in Government tabulation methods will soon end and then the comparison of items can be made more advantageously. Herewith:

	June 1922	June 1923	Year ending June 30 1922	Year ending June 30 1923
Essential and distilled oils:				
Bergamot		\$17,641		\$294,628
Citronella and lemon grass		75,946		1558,660
Lavender		38,735		1383,442
Lemon	\$39,161	56,139	\$561,500	278,380
Orange		59,909		1361,485
All others.....	360,293	370,911	4,004,499	3,498,566
Totals	\$399,454	\$619,281	\$4,565,999	\$5,375,161

¹Separate classification begun Sept. 22, 1922.

FEDERAL RULING SHOWS NEED OF UNIFORM DAYLIGHT SAVING IN NATION

The Board of General Appraisers in a recent decision has added to the confusion due to the observance of daylight saving time in some parts of the country, instead of standard time as provided by act of Congress. The ruling shows the necessity of endeavoring to get the new Congress to pass a law legalizing daylight saving time. Of course there will be difficulties in the way of obtaining the legislation. Congress early in 1918 made provision for the so-called daylight saving time, but in 1919, a little more than a year later, repealed it and standard time became the only legal time for acts over which the Federal Government had jurisdiction. The law of the land in this respect is very clear as set forth in General Appraiser Hay's opinion.

It is a decision which may affect any of our readers doing business with the Government. In this particular case the Customs House at Buffalo closed at 4:30, daylight saving time, instead of 4:30, eastern standard time, on the last day for the entry of goods under the old tariff, refusing to receive an entry made before the legal time. The protest is sustained and the collector is ordered to reliquidate the entry, assessing the duty under the Act of 1913. There may be cases in other parts of the country where our readers have similar reasons for protest, but in the Port of New York, we doubt if any such cases exist. Collector Bowers, in emergencies, has never held tight to the rules stating when the Customs House may close, but has kept open long after the permitted 4:30, often until midnight, for the accommodation of the public, regardless of daylight or other time.

The decision has been promulgated by the Treasury Department and particular attention is called to the fact that the official hours of customs offices are from 9 A. M. to 4:30 P. M., standard time, not daylight, or other time. The law specifically applies to any or all acts which shall or may not be performed by any person subject to the jurisdiction of United States in that the time of such act shall be the United States standard time of the zone within which the act is to be performed.

Naturally this does not apply to cities or villages in which local daylight saving time has been adopted, except so far as Federal Government functions are concerned, but it is well to bear in mind the difference, particularly in cases where customs or other business is affected.

With a new Congress coming in, perhaps the clocks of the Nation can be adjusted to the daylight saving idea, just as the old Congress made one-half of one per cent of alcohol such a troublesome problem for our manufacturers. Both fads change actual facts, but daylight saving has a million things to commend it and harms only the farmers, while Volsteadism only benefits the farmers a little and adds to bootleggers' fortunes.

WATCH OUT FOR NATIONAL BEAUTY WEEK

National Beauty Week will be observed this year from October 1 to 6, according to plans laid down over a year ago by the National Hairdressers' Association. The styles of coiffures adopted at the recent convention of the association are to be popularized and hairdressers will take advantage of the opportunity to push the sale of toilet preparations and cosmetics during the week. The slogan adopted by the association for the week is "Look Your Best." This is to be advertised in various ways.

WHY NOT 2-CENT POSTAGE BETWEEN FRANCE AND AMERICA?

The New York Merchants' Association has been prodding the postal authorities at Washington for some time about entering into relations with the French Government to put France on the 2-cent international one ounce letter basis, the same as England and many other foreign countries. The list of points outside of the United States to which letters can be sent for 2 cents for 1 ounce is as follows and it is worth reading, for some mailing clerks may still be using 5 cent stamps:

Alaska, Anguilla, Antigua, Argentina, Bahama Islands, Barbuda, Barbados, Bermuda, Bolivia, Buenos Aires, Brazil, British Guiana, British Honduras, British Virgin Islands, Canada, Canal Zone, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Dutch West Indies, Ecuador, England, Grenada, The Grenadines, Guam, Hayti, Hawaii, Honduras, Ireland, Jamaica, Leeward Islands, Martinique, Mexico, Montserrat, Nevis, Newfoundland, Nicaragua, New Zealand, Panama, Peru, Philippines, Porto Rico, Redonda, St. Kitts, Shanghai (China), Spain, St. Vincent, St. Lucia, Scotland, Tobago, Tutuila, Samoa, Trinidad, Virgin Islands of U. S., Western Samoa, Windward Islands.

Germany is not in the list for various reasons. France ought to be. Our friends in France may well take up the subject. The impression here is that France for unidentified reasons prefers the 5 cent rate. Postage for letters at 2 cents an ounce is becoming universal. The low rate induces correspondence and produces business. In fact merchants and manufacturers in the United States are considering in their expansive policies the relative merits of the nations that are in accord with reasonable postal rates and those that are unwilling to accept the general 2 cent rate. A hint to the wise business men in foreign countries should be enough.

POINTERS ON DEMONSTRATIONS

A careful survey of the general subject of demonstrations, particularly in the perfumery and toilet articles industry, is given by Leroy Fairman in the tenth of his interesting articles of advice and suggestions for new and often older manufacturers. The article tells how to conduct demonstrations and states their advantages and shortcomings. The usefulness of this method of introducing new toiletries and promoting the sales of old specialties cannot be doubted, but the permanent character of the trade so acquired is always a subject of speculation, both by manufacturers and retailers. There are various phases of this selling system that must always be considered in connection with individual cases. But in the final analysis the importance of advertising becomes a prime factor in making plans having in view the utilization of toiletry demonstrations.

A DECLARATION OF PRINCIPLES

Members of the American Manufacturers of Toilet Articles, and a great number of other readers, will be interested in the declaration of ethics made by the Armand Company in advertising page 66 in this issue. Probably there will be developments later. The A. M. T. A. has a Committee on Trade Practices and it has functioned to some extent, but possibly not in the wide and drastic scope that might seem desirable from some viewpoints.

The Armand declaration is both a plea for better trade practices and a ringing defiance of others who do not agree with its principles. Just at the moment it is a situation filled with interesting possibilities.

OUR ADVERTISERS

MATTHIAS & FREEMAN PAPER CO.,
Paper and Cardboard,

117 North Seventh St. Philadelphia, Pa.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff street, New York City.

Dear Sirs: Having renewed our advertising contract with you, we thought that you would like to know that we are getting satisfactory results therefrom.

Our business is very diversified. We are carrying advertising in a good many different trade papers and we must say in all sincerity that we are not getting the percentage of returns from any other paper that we have experienced during our brief advertising with you.

It is apparent that your paper enjoys very good prestige with the perfumers, and we hope to continue along our present lines for an indefinite time.

MATTHIAS & FREEMAN PAPER CO.,
CHARLES MATTHIAS.

PHYSICAL AND CHEMICAL CONSTANTS: IMPORTANT NEW REVISION

The National Research Council, at Washington, is reported to be making definite progress in the project to supply to science and industry a publication of physical and chemical constants. The value of the undertaking cannot be over-emphasized. Missing data are important, unverified data are numerous and the extensive need of new data form a combination that means in research a \$200,000 enterprise. Of this sum \$75,000 has been subscribed, but more is needed and the industries to be benefited are expected to do their share in contributions. The project has been approved by the American Chemical Society and numerous other associations. Harrison E. Howe, editor of *Industrial & Engineering Chemistry*, is one of the trustees and prominent chemists are his associates, while the editorial board is composed of men eminent in the profession.

The publication will be known as "International Critical Tables of Numerical Data of Physics, Chemistry and Technology." The compilation originally was proposed by the American delegates at the meeting of the International Union of Pure and Applied Chemistry, in London, in 1919, which body gave approval and the International Research Council later assigned the work to America. Since then the work has been going forward.

While a wide variety of subjects naturally will be covered there are divisions of special interest to our readers: Essential oils; natural and artificial resins, gums and balsams; odoriferous materials; sweetening agents; foodstuffs; adhesives; paper; animal and vegetable oils, fats and waxes, including hydrogenated oils. It will be seen that our industries are in the beneficiary class and should support the project. We are ready to supply further information to firms that may take practical interest in this work.

A DAILY DOZEN OF DON'TS

Don't be selfish, don't be intolerant, don't be impatient, don't be unkind.

Don't be lazy, don't be indolent, don't be inactive, don't be tardy.

Don't be uncharitable, don't be deceitful, don't be bitter, don't talk too much.—*Silent Partner.*

GOLD MEDALS AND \$8,500 PRIZES EACH YEAR FOR BEST ADVERTISEMENTS

Wallace B. Deham, dean of the Harvard Graduate School of Business Administration, announces that Edward W. Bok has founded annual awards for the best advertising in newspapers and periodicals in the United States and Canada. The awards will consist each year of gold medals and awards aggregating \$8,500. The awards are offered to encourage merit and stimulate improvement in advertising as one of the greatest and most important forces in modern life. To the end that truth shall be recognized as the factor of most practical value in advertising, the jury is instructed to lay particular stress on accuracy and fair statement.

For the year October, 1923, to October, 1924, the eight awards will be made under three classifications—for distinguished personal services, for the planning and research of advertising campaigns, and for distinguished individual advertisements in newspapers and periodicals published in the United States and Canada.

TIME TO KILL COAL STRIKE SERIES

The American Nation is getting tired of the series of coal strikes that is now staged annually or biennially, sometimes with hardships for manufacturers and private consumers, but always with an advance in price. Coal now in the general run is costing on the average from two to three times what consumers had to pay five or more years ago. War prices are not only kept up, but augmented.

The Coal Commission has done a lot of investigating and made reports, but the price advances. High officials also have lent their oars to prevent a coal strike, but only at a compromise that means higher prices, with the same contingency to face one year, or at most, two years from now, when the same old strike will come up again, unless some action be taken by Congress to put the coal business on a rational, business basis.

The Joint Coal Investigating Committee of the Massachusetts legislature naively comments: "The anthracite industry is like a spoiled child. Every time it frets we toss it candy. Let us quit this practice. Let us give it the spanking which it deserves."

FIRE PREVENTION WEEK IN OCTOBER

Fire Prevention Week will be observed throughout the United States this year between October 7 and October 13. Its purpose is to call attention to the tremendous avoidable loss from fires and to stimulate preventive measures. With this end in view the Chamber of Commerce of the United States is planning a fire waste contest among chambers of commerce and other civic organizations. Here are some facts:

"Fire last year claimed almost half as many Americans as were actually killed in battle during the World War. Our property loss for the same period would have paid over half the interest on our National debt. Yet our fire losses this year are higher than ever.

"The loss of life and property by fire can be reduced. Chambers of commerce, with fire prevention committees, located in cities of over 20,000 population have proved this. During last year the average per capita fire loss in these cities was 30 per cent less than the National per capita loss. While they are to be congratulated upon this showing, we still have a long way to go before we reach the low records of Great Britain, which showed a reduction in fire losses last year."

OUR OWN FASHION NOTES

(Paris, Berlin, Pekin, London and New York.)

Parisiennes are turning more than ever toward cosmetics and are demanding wigs and other first aids to the injured for victims of the bobbed hair craze. French beauties have banned it finally.

Parisian fashion leaders are tiring of having their ears covered and are experimenting in cosmetics to make their long hidden auricles harmonize with their complexions. Tints of blue, green, orange, and red of course, have been suggested by experts as desirable contrasts.

Green ears, delicately shaded, have already been seen.

Carmine tints for finger nails and tapering in the Tut-Ankh-Amen cabaret style are popular.

American hairdressers say the ears should be tinted to match the clothing and not the face. The tinting is possible in almost any shade, cosmeticians declare. Variations, of course, are not subject to penalization, but beer and wine colors should be avoided.

This month's United States Patent reports show six new ones for vanity boxes. Our Fashion Editor asserts that "the more vanity boxes there are the more will American beauties use their contents."

With bobbed hair banned by the Queen of the Royal Raspberries in Berlin there is little hope for it.

Human hair is all right, if it is not bobbed, in Pekin. But be sure it is human; not angora, or silk floss.

Glass hair, finely spun, in permanent shades to match both the cosmetic makeup and attire of the ladies has been devised in London to help out those who will have to grow their locks under the hair mask or appear ridiculous.

London and Paris ladies not skilled in the wonderful possibilities of cosmetics and who preserved their hair are having all sorts of trouble getting the exact shade to tint their now reappearing ears. Some only release a small part of an ear each day.

In America the National Hairdressers' Association has offered a wonderful pageant of coiffures designed to give Nature her rights in growing hair and in extending Liberty to the Ears.

Meanwhile the demand for American perfumery grows in all quarters of the civilized world, for vanity vies with excellence.

"HELP WANTED!" \$250,000 A YEAR! "HELP!"

Of course everybody knows that enormous salaries are paid in the soap industry in America, but few persons are aware that England is trying to rival us. Just read enlightening cablegram from good old London:

"High-priced Americans who feel they have got into a rut and want a new start in life might do worse than come here. D'Arcy Cooper, a London accountant, has just signed a fifteen-year contract as vice chairman of Lord Leverhulme's soap company, at a salary of \$250,000 a year. He gave up a \$150,000 job to do it."

No doubt some of the lesser paid Americans, who cannot wait for promotion to the wealthy wage class, will be casting their eyes and throwing bait across the ocean to get a nibble from some of the fish who are only waiting to be hooked while distributing \$250,000 salaries. But in England, as well as in America, good fish stories are told and swallowed by innocent newspaper correspondents. The axiom holds true: "One fish story is good as another!"

COOLIDGE IS STRONG FOR TARIFF AND TRADE STABILITY

New President More Conservative on Changes Than Predecessor, and Public Interest Is Paramount Factor—
Retaliatory Provisions Attacked—Interesting Aromatic Chemical Import Statistics

WASHINGTON, September 19.—With the completion of public hearings on several of the commodities under investigation, the Tariff Commission has commenced to give final consideration to recommendations to the President for action under the flexible provisions of the tariff law. Thus far although nearly a year has elapsed since the tariff law became effective no recommendation for a change in duty has been submitted to the executive.

It will be some time in October, according to present indications, before the commission disposes of any of the pending cases. It would not be surprising if no recommendations for changes in duties resulted from the cases on which hearings have been held. In some instances the investigations were based on applications for increases in duties while in others the request was for a reduction in rates.

Public Interest Important Factor

The opinion of most observers has been that insufficient grounds have been advanced for changes in duties either up or down. While a higher or lower duty has been shown to be possibly justified on a basis of equalizing production costs yet there has each time been a doubt as to whether the public interest warranted such a change as proposed. Usually it has developed that a single company was interested in obtaining an increase or decrease in duty and that either a group of companies or an important class of consumers would be injured if the proposed changes were made.

Early forecasts that President Coolidge would adopt an even more conservative attitude toward the administration of the flexible provisions of the tariff law than President Harding have been borne out by statements made at the White House. It was declared officially on behalf of the President that he will "exercise" very great caution "in making any changes in duties."

The President believes, it was said, that what business needs is assurance of stability and confidence and knowledge that the country is to go ahead without any great changes.

In referring directly to the flexible tariff, this White House authority declared that President Coolidge believes that business and industry should be able to make plans today with assurance that they will not be upset tomorrow. Stability in tariff duties has an important influence, the President was represented as feeling.

Need of Change Must Be Obvious

If the Tariff Commission makes a report showing that there is a very great variation in figures upon which rates in the tariff were based by Congress, it was indicated that the Executive would exercise the powers conferred upon him to change the duties, but it was made plain that this action will be taken only in outstanding cases where the need is obvious.

The statement at the White House was interpreted as the forerunner of instructions to the Tariff Commission to order investigations only in those cases which possess evident deep merit. It also was interpreted as putting an end to the movement to have the commission open a number of schedules of its own initiative with a view to revising rates.

Preparations are going forward quietly for a court test of the flexible provisions of the tariff law which are held by many lawyers to be unconstitutional. It is contended by these attorneys that Congress has no power to delegate to the President either the authority to change tariff rates or discretion to determine the changes that may be made. Congress alone is authorized under the Constitution to raise revenue and by reason of the fact that changes in import duties necessarily would affect revenue it is held that Congress is illegally abandoning its rights to the President in authorizing him to change duties.

The report is that those attacking the legality of the provisions will do so through an attempt to get an injunction. The method of reaching the courts by this source does not seem to be definitely decided. One report is that it will be sought to restrain the Tariff Commission from recommending changes in rates. Another report has it that the injunction would be directed against the Treasury Department to restrain it from collecting revenues under duties not carried in the tariff law, while a third report is that the President himself will be the object of the attempt to get an injunction to prevent him from authorizing changes in rates.

Retaliatory Tariff Provisions Attacked

It is also expected that retaliatory provisions in the new tariff law will be a subject of court attack.

Attack on the retaliatory provisions will excite less interest than that on the flexible provisions, though its outcome manifestly will be of importance. The point is made by opponents to retaliatory clauses that some of them will violate commercial treaties with leading countries of Europe which provide for "most favored nation" treatment. The State Department urged this point before leaders in Congress when the Tariff Act of 1922 was being framed. The present law is declared by authorities to be more rigid than any previous tariff act in the history of the United States in providing the President with strong weapons against discriminatory action by foreign countries.

The State Department is credited with the opinion that some of the provisions are so sweeping that their application would wipe out a dozen treaties, and that it would be necessary actually to denounce such treaties before applying these tariff provisions. Leaders of Congress, however, insisted on the clauses, holding that they would not contravene treaties because they would not be used until there had been discrimination against the United States. Such discrimination, they contended, would give the President every right to retaliate by resorting to the clauses provided.

The movement in opposition to extensive changes in tariff duties is being constantly strengthened through the activities of various organizations. The latest evidence of this sentiment is found in the formation of the Western Tariff Association and the establishment of headquarters at Washington to work in co-operation with the Southern Tariff Association in opposition to those who are seeking to reduce duties on such commodities as sugar, vegetable oils, animal fats, and stocker and feeder cattle. Frank J. Hagenbarth, of Salt Lake City, is chairman of the new organization.

"The Tariff Commission is not properly functioning as a

tribunal of economic justice as Congress of course intended it should," Mr. Hagenbarth said. "It is being used as a club in many instances in the hands of large buyers to beat down the producers' prices and such practice on the part of the Tariff Commission should be restrained by executive order."

Europeans Aid American Investigators

European chemical manufacturers in general have been liberal in furnishing costs of production figures to agents of the Tariff Commission, according to C. R. DeLong, chief of the Commission's Chemical Section, who has returned after three months abroad investigating chemicals in which inquiries have been ordered upon applications for changes in duties under the terms of the flexible tariff.

In England and in Holland no difficulties whatever were encountered, Mr. DeLong reported, while the information desired also was obtained in Norway, Germany, Switzerland and France after the purpose had been made clear. French manufacturers as a rule, however, have declined to give other agents of the commission information of their costs.

The chemical staff while abroad secured figures on the cost of producing barium dioxide, sodium nitrite, barbitol, oxalic acid, potassium chloride, phenol, and linseed oil.

E. M. Whitcomb, accountant of the commission, returned with Mr. DeLong. M. C. Donk, chemical expert, remained in Europe to secure additional data regarding linseed oil.

DeVries Takes Lead in Fight

The most recent hearing held by the Tariff Commission related to duties on sodium nitrite. The present duty is three cents per pound. It was urged by the Nitrogen Products Company of Seattle, a manufacturer of sodium nitrite, that the commission recommend to the President an increase to four and one-half cents, the maximum possible under the flexible tariff. The company, it was stated, has been unable to operate recently because of foreign competition, principally from Norway.

Opposition to any increase in duty was expressed by former Judge Marion DeVries, counsel for the Norwegian Nitrogen Products Company of New York. Efforts by Mr. DeVries during cross examination of C. F. Graft, president and general manager of the Nitrogen Products Company of Seattle, to ascertain costs of production of that company proved futile, Mr. Graft contending that the information was confidential. Data relative to costs of production which was supplied by Mr. Graft to the Tariff Commission in his original application was kept secret by the commission. It developed that receivership proceedings involving the Seattle company are pending and reference was made during the hearing to a telegram from preferred stockholders protesting against any increase in duty on the ground that it would injure a Canadian plant of the same company which, however, was stated by proponents of the higher duty to have been disposed of and scrapped.

Other cases on which final hearings have been held include those on paint brush handles, wall pockets and casein. In most of these cases, however, further opportunity was given to file briefs and it is unlikely that the commission will transmit any recommendations to the President before some time next month.

Chamber of Commerce Plan Falls Flat

A committee of the Chamber of Commerce of the United States in presenting the views of that organization on various subjects to President Coolidge took occasion to reiterate its advocacy of the formation of a tariff adjustment board independent of the Tariff Commission. This suggestion was made to Congress last year but was not considered favorably. President Coolidge, it was stated, does not favor the plan.

Imports of Dyes and Aromatic Chemicals

The monthly tabulation of imports of coal tar products prepared by the Department of Commerce and Tariff Commission shows that imports of coal tar dyes through the port of New York in August totaled 178,164 pounds with an invoice value of \$194,164. The imports of synthetic aromatic chemicals totaled 5,180 pounds valued at \$11,402. The imports of color lakes for August amounted to 4,057 pounds, valued at \$2,881, and imports of medicinals, photographic developers and other coal tar chemicals totaled 17,226 pounds, valued at \$24,404.

A tabulation of imports of synthetic aromatic chemicals of coal tar origin through the port of New York in August follows:

	Quantity (Pounds)	Invoice Value	Per Cent by Countries
c. Amyl salicylate	206	\$134	{ Switzerland 197% France .. 3
c. Anisic aldehyde	50	114	{ France ... 100 Holland ... 100
nc. Benzophenone	22	43	{ Holland ... 48 France ... 52
c. Benzyl acetate	421	180	{ Switzerland 76 Holland ... 76
c. Benzyl benzoate	508	256	{ France ... 15 Germany ... 6
c. Benzyl formate	2.2	0.5	{ Germany ... 100 Holland ... 100
c. Coumarin	2.2	6	{ France ... 100 Switzerland 100
nc. Cyclohexanol acetate	4.4	15	{ Holland ... 100 Holland ... 100
c. Diethyl phthalate	21.9	18	{ Switzerland 100 Holland ... 100
c. Heliotropin	2.2	5	{ Switzerland 78 Germany ... 15
nc. Methyl methylantranilate.	64.4	191	{ France ... 7 Switzerland 97 Holland ... 3
nc. Musk ambrette	725	4,604	{ Switzerland 100 Switzerland 100
nc. Musk ketone	50	317	{ Switzerland 100 Switzerland 100
nc. Musk P. C.	2,103	2,832	{ Switzerland 66% Holland ... 33% Switzerland 89
c. Phenyl acetaldehyde	75	309	{ Holland ... 11 France ... 50
c. Phenyl ethyl acetate	35	89	{ Germany ... 40 Holland ... 10
c. Phenyl ethyl alcohol	502	1,318	{ France ... 100 France ... 100
c. Phenyl ethyl alcohol extra.	22	66	{ France ... 100 France ... 100
nc. Phenylbutyl alcohol	2.2	21	{ France ... 100 France ... 100
nc. Phenyl ethyl butyl	1.1	6	{ France ... 100 Switzerland 100
nc. Phenylsol	30	83	{ Switzerland 100 Holland ... 100
c. Rose (for soap)	331	795	

Finds Germany Dyes Industry Is Set Back

A report to the Department of Commerce from Frederick E. Breithut, American trade commissioner, who has been investigating the German coal tar and chemical industry, states that the industry has been hard hit by the Treaty of Versailles and by developments in the Ruhr.

"The pre-war pre-eminence of Germany in the coal-tar chemical industry had been largely regained by the beginning of 1923," says Mr. Breithut. "The Chinese, Japanese and Indian markets were largely recovered. The French occupation of the Ruhr has seriously affected this industry, as most of the plants producing coal-tar crudes, intermediates, and dyes are located in the seized territory. Despite this setback the transfer of stocks and orders to plants in the unoccupied territory and the day and night working of these plants to full capacity has resulted in the retention of a large export trade."

Gorin Named Heavy Chemicals Chief

Announcement has been made by C. C. Concannon, chief of the Chemical Division of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, of the appointment of Frank B. Gorin as chief of the Heavy Chemicals Section. Mr. Gorin formerly was a chemist for some large industrial corporations, and later was in the chemical warfare service and acted as chief of the Industrial Relations Divisions of the War Department. While associated with the War Department he made an official survey of the facilities of the American dye and chemical industry.

"Cannot Afford to Lose a Friend"

(Louis E. Cohen, Merit Products Co., Manufacturing Chemists, 1550-54 West 25th St., Cleveland, Ohio.)

We herewith hand check for \$2 for a year's subscription to your AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. Please see that we get this month's issue, as we cannot afford to lose a friend.

NEW ALCOHOL RULES SUBJECT TO FURTHER CHANGE

Regulations 60 to Be in Effect Soon, However—Denatured Alcohol Seizures Made in West—Courts Continue to Rule Against Unit's Unlawful and Arbitrary Revocation of Alcohol Permits.

WASHINGTON, September 19.—Members of the Alcohol Trade Advisory Committee have been summoned to a meeting in Washington on October 3 to take final action on the latest revision of Regulations 60 of the Internal Revenue Bureau. The meeting will be held at 10 o'clock in the morning at the Washington Hotel.

It had been expected that the meeting could take place at an earlier date and that the revised regulations could become effective before October 1. It will now be impossible to put them into effect before October 15 or possibly November 1. No date has been announced.

The status of Regulations 60 is that the tentative draft prepared by officials of the Prohibition Unit was revised by a subcommittee of the Alcohol Trades Advisory Committee and the perfected document sent to the printer. Galley proofs were forwarded to members of the Alcohol Trades Advisory Committee recently and they have had opportunity to study them and prepare suggestions which they may desire to make for further revision.

Possibility of More Changes

It is anticipated that some further changes may be recommended by the advisory committee. Originally the Prohibition Unit's tentative draft contained a considerable number of objectionable features, most of which have been eliminated at the instance of the advisory committee. Members of the committee are understood to be fairly well satisfied with the regulations in their present form. It is expected that when they become effective the new code will be much more satisfactory than the regulations heretofore in effect.

Those who have been following the progress of the revision of the Regulations 60 have been interested in the reported suspension of E. H. Loyd, chief of the Interpretive Section of the Legal Division of the Prohibition Unit. Mr. Loyd has been in direct charge of the work on the regulations for the Prohibition Unit and has incurred the displeasure of representatives of the Alcohol Advisory Committee who have had occasion to deal with him.

Mr. Loyd is said to have resented efforts of the Alcohol Trades Advisory Committee to gain sufficient time to consider the tentative regulations properly. It is reported that he was at one time reprimanded by Internal Revenue Commissioner Blair because of his attitude. His reported suspension, however, is said to have been due to other causes. Capt. H. W. Orcutt, formerly assistant to the chief of the Litigation Division, was appointed acting head of the Interpretive Division.

White House Stands By Haynes

Publicity has been given recently to reports that Prohibition Commissioner Haynes is in bad favor with the new administration, and that he is slated for removal. The reports were promptly denied at the White House.

The basis given for the reports was partly the controversy that has existed between Mr. Haynes and the alcohol using trades on account of the severity of regulations imposed on legitimate industries. It has been well known that rulings of Mr. Haynes applying to legitimate users of alcohol have several times been reversed by Internal Revenue Commissioner Blair. Mr. Haynes had the warm support of President Harding although he is understood to have incurred the displeasure of both Internal Revenue Commissioner Blair and Secretary of the Treasury Mellon. President

Coolidge has had no occasion as yet to interfere in the affairs of the Prohibition Unit but was credited with failing to follow Mr. Haynes' advice when he announced that the proposed conference of governors on law enforcement would relate to such subjects as narcotics and immigration as well as to prohibition. It is said to have been Mr. Haynes' desire that the conference should relate exclusively to prohibition.

Concentration Warehouses Named

Announcement has been made by the Internal Revenue Bureau that the following warehouses have been designated as concentration internal revenue bonded warehouses subject to complete technical qualification required of such warehouses, in addition to those published in Pro-Mimeographs Coll. Nos. 3005, 3039, 3048, and 3086:

Warehouse No. 29—Joseph Wolf, trading as James E. Pepper & Co., Distillery Warehouse No. 5, Lexington, Ky.

Warehouse No. 30—The Keap Warehouses, Inc., 181-207 Melrose street, and 24-44 George street, Brooklyn, N. Y.

Distillery Warehouse No. 17 of A. Ph. Stitzel, Louisville, Ky., has been selected for use to a limited extent for concentration purposes.

Seizures of Denatured Alcohol

Divisional Chief H. L. Duncan, of Minneapolis, has reported to Commissioner Haynes on the seizure of denatured alcohol in the form of preparations. He says:

"We have seized about seven carloads of various brands of body rubs, hair tonics and other preparations, nearly all of which proved to be nothing more than special denatured alcohol which was intended for redistillation and later to find its way back on the market in the form of potable liquor. Two shipments comprising several hundred cases of this stuff were followed to a point on the border line between North Dakota and Canada and were intercepted where arrests were made."

Federal agents recently seized in Chicago 2,488 cases of preparation labeled "Addaco Hair Tonic," whose alcoholic content was 93 per cent. The seizure was made on the alleged ground that the ingredients were not mixed according to formula filed in Washington by the New York manufacturers.

Court Again Protects Permit Holders

Following the decision of Federal Circuit Court of Appeals in North Dakota the United States District Court in the Eastern District of New York has decided that the Prohibition Unit cannot arbitrarily revoke the permit of a user of denatured alcohol without service of charges, citation and hearing. The permit of Julius Pulvino, et al, to purchase specially denatured alcohol to be used in their business of manufacturing toilet articles was ordered restored to full effect.

Enjoyment in Loving One's Work

If enjoyment is wanted in life it will pay to find out what you can do best, and fall in love with your occupation. But don't be a round peg in a square hole. If you are the tail of the kite be such a one as will help its flight, and send it soaring higher and higher. If opportunity or necessity placed you in some place in which you had no choice, then do your level best and get interested in your task.—*American Grocer*.

Well Raised

A negro mammy had a family of well-behaved boys, and one day her mistress asked, "Sally, how did you raise your boys so well?"

"Ah'll tell you, missus," answered Sally. "Ah raise dem boys with a barrel-stave, an' Ah raise 'em frequent."—*Watchman-Examiner*.

ESSENTIAL OILS MANUFACTURERS' CENSUS FOR 1921

The Department of Commerce has issued the final revised figures for the Essential Oil Census of 1921, (the preliminary statistics for which appeared on page 384 of THE AMERICAN PERFUMER for November, 1922,) the reports not including synthetic or artificial oils. The scope of the census is best indicated by this paragraph in the introduction:

"Description of the industry.—This industry consists in the manufacture of the natural essential oils and of witch-hazel extract. Essential oils, volatile oils, or essences are distinguished by the possession of strong and characteristic odors and by being vaporizable without decomposition and usually with little or no residue. The list of essential oils met with in commerce is quite extensive, but the bulk of the production is confined to a few. There is a large production of synthetic oils and perfumery bases, chiefly of coal-tar origin, but these are classed as chemicals and are not here included."

It is difficult to make some comparisons satisfactorily, because of the limitation of statistics to establishments reporting products valued at \$5,000 or more. The census statistics for 1921 relate only to establishments having products valued at \$5,000 or more, whereas at prior censuses the corresponding limit was \$500.

Another change in system is the omission for 1921 of the capital invested. These are the figures showing the increase in capital in previous censuses: 1919, \$6,379,910; 1914, \$1,616,682; 1909, \$1,365,438. The relative figures approximate a gain of nearly \$5,000,000 in investment between 1914 and 1921 and would warrant estimating the 1923 capital at \$9,000,000.

It is interesting to note that nearly three-fourths of the total value of products for the industry was reported by the three States of New Jersey, New York, and Michigan, and nearly three-fifths by New Jersey and New York alone.

The total value of products given in the report for 1921 is \$3,421,690, which plus the \$82,882 otherwise classified, makes the real essential oil output \$3,504,572. The figures for previous censuses follow: 1919, \$5,698,403; 1914, \$2,313,606; 1909, \$1,737,234. While there is a decrease in production between 1919 and 1921 it is not considered significant of anything except trade slump during the period.

Following is the general summary of the revised census:

	1921 ¹	1919	Per Cent Decrease ²
Number of establishments.....	27	78	65.4
Persons engaged	400	493	18.7
Proprietors and firm members..	23	74	68.4
Salaried employees	78	98	20.4
Wage earners (average number)	299	321	6.9
Salaries and wages.....	\$525,570	\$620,003	15.2
Salaries	161,691	228,790	29.3
Wages	363,879	391,213	7.0
Paid for contract work.....	2,282	2,000	*14.1
Rent and taxes.....	(*)	148,658	...
Cost of materials.....	2,548,439	3,903,417	34.7
Value of products.....	3,421,690	5,698,403	40.0
Value added by manufacture ³	873,251	1,794,986	51.4

¹ The figures for 1921 do not include data for 36 establishments with products valued at \$82,882, each establishment reporting products under \$5,000 in value. The figures for 1919, however, include data for 32 such establishments, with products valued at \$90,544.

² All decreases except * denoting increase.

³ Value of products less cost of materials.

In making use of the statistics it must be remembered that they relate to the operations of establishments which have been assigned to the essential-oils industry because of the nature of their products of chief value. In some cases an establishment manufactures various classes of products

part of which pertain to one industry and part to another and wholly different industry. The assignment of such establishments to the appropriate industries is made on the basis of the value of their principal products. The total value of products for this industry, therefore, includes the value of various subsidiary products other than essential oils but does not include the value of essential oils manufactured as subsidiary products by establishments in other industries. The value of these subsidiary products of other industries, however, was equal to only about three-tenths of 1 per cent of the total value of products for the industry in 1921.

Among other statistics are the following:

	1921 ¹	1919	1914
Number of establishments, total	27	87	107
The classified industry.....	27	78	105
Establishments reporting essential oils as subsidiary products (other industries)	3	9	2
Products, total value.....	\$3,432,170	\$5,897,469	\$2,565,361
The classified industry, all products	3,421,690	5,698,403	2,313,606
Subsidiary essential-oil products of other industries.....	10,480	199,066	251,755
Oil of peppermint, crude:			
Number of establishments....	310	51	...
Pounds	53,568	138,042	254,793
Value	\$80,203	\$493,157	\$353,076
Average value per pound...	\$1.50	\$3.57	\$1.38
Oil of spearmint, crude:			
Number of establishments....	5	8	...
Pounds	99,056	29,990	94,209
Value	\$356,274	\$145,749	\$238,074
Average value per pound...	\$3.60	\$4.86	\$2.53
Oil of cloves:			
Number of establishments....	4	4	...
Pounds	199,200	220,977	...
Value	\$335,376	\$680,218	(*)
Average value per pound...	\$1.68	\$3.08	...
Oil of nutmeg:			
Number of establishments....	4	4	...
Pounds	19,805	48,114	...
Value	\$21,939	\$68,472	(*)
Average value per pound...	\$1.11	\$1.42	...
Oil of sandalwood:			
Number of establishments....	3	3	...
Pounds	23,835	21,326	...
Value	\$178,968	\$207,759	(*)
Average value per pound...	\$7.50	\$9.75	...
Essential oils, not elsewhere specified, ² including refined oil of peppermint, value	\$1,374,657	\$2,805,379	\$698,332
Witch-hazel extract:			
Number of establishments....	3	5	...
Gallons	675,345	917,690
Value	(*)	\$620,075	\$575,938
All other products, value.....	*\$1,084,753	\$876,660	\$699,941

¹ Figures for 1921 do not include data for establishments reporting products valued at less than \$5,000. (See footnote 1 Table 2.)

² Distributed by States: Indiana, 6 establishments (representing 7 plants); Michigan, 6; New York, 5; New Jersey, 4; Connecticut, 2 (representing 10 plants); Tennessee, 2; Alabama, 1; California, 1; New Hampshire, 1; North Carolina, 1; Pennsylvania, 1.

³ Representing 11 plants.

⁴ Included with "Essential oils, not elsewhere specified."

⁵ Includes, for 1921, oil of anise, black birch, lemon, orange, orris root, parsley, peppermint fraction, pimento, saffron groups, sassafras, synthetic perfume oils, tansy, wormwood, etc.

⁶ Representing 11 plants.

⁷ Included in "All other products" to avoid disclosure of operation of individual establishments.

⁸ Includes witch-hazel. (See footnote 7.)

Annie Had a Winning Hunch Anyway

"Did you hear of poor Annie's hard luck? No? Why she wanted to impress the rich admirer she expected to call, so she bought a very expensive rouge and a new lip-stick, and he's color-blind."—*Western Druggist*.

ROSE GERANIUM

The Results of Experiments in Its Culture in Florida.

By G. A. RUSSELL, Washington, D. C.*

(Since the following article was prepared no further field experiments in the growing of rose geranium have been made by the Office of Drug, Poisonous, and Oil Plant Investigations. When the Florida field station was closed, in the winter of 1919-20, it became necessary to abandon all experimental work in Florida. It should be borne in mind that the figures given and the conclusions drawn are limited in their application to localities where the soil and climatic conditions are comparable to those found at Orlando, Fla. The work of other investigators indicates somewhat different results. These results have not been published, but in California, for instance, very favorable returns have been secured from trial plantings.)

(The oils obtained from the Florida-grown plants were submitted to trade experts, who reported them as equal in odor to many foreign oils, and even surpassing some of them in this respect. The physical constants were found to fall within the prescribed limits. Rhodonal manufactured from these oils was stated to be as fine as any made from foreign produced oils. The esters, as geranyl tiginate, of the oils were found to be, for the 1917 oil, 25.62 per cent; for the 1918 oil, 25.23 per cent; and for the 1919 oil, 28.61 per cent.

(A sample of the oil produced in 1919 was exhibited at the Birmingham meeting of the American Chemical Society in 1922 by Prof. Marston Taylor Bogert. Subsequent to the meeting Professor Bogert wrote: " * * * Those experts present who examined the samples of rose geranium oil and lemongrass oil supplied by your office seem to consider them of very excellent quality."

(In view of the results thus far obtained it is believed that rose geranium can be economically produced in the United States. A preliminary survey of Southern California indicates that that region is apparently well suited to the cultivation of this plant. It is hoped that a trial planting of several acres can soon be made in that section with the object of establishing the crop on a commercial basis. Such an experiment conducted for even two years should yield fairly conclusive results.)

Since the year 1914 the Office of Drug, Poisonous, and Oil-Plant Investigations of the Bureau of Plant Industry, United States Department of Agriculture, has experimented with the growing of Rose Geranium in Florida. These experiments were conducted at the Field Station maintained at Orlando, in Orange County. During the period 1914 to 1917 several varieties of Rose Geranium (*Pelargonium odoratissimum*) were grown in small lots and the distilled oils examined for yield and quality. From the varieties under consideration one was selected which yielded an oil comparable to authentic commercial samples. It is with this variety that the experiments recorded here have to deal.

The original stock used in propagating when received at Orlando consisted of 100 plants which on receipt were put into the greenhouse and later transferred to a slat shade where they remained during the summer. In the early

winter of 1915-16 cuttings were started in the greenhouse and in early May, 1916, the plants were set in the field. Owing to forced growth in the greenhouse the plants were large and succulent, and on transferring them to the field 50 per cent failed to live. Those plants that survived put on an excellent growth during the summer of 1916, and in the fall of that year were used as propagating stock for the 1917 plantings.

Propagation by Cuttings

During the month of December, 1916, 40,000 cuttings were made and placed in open beds at the Field Station Farm. The soil was very sandy and resembled to a considerable extent that in which cuttings are started in greenhouses. The beds were placed near a pump in order to facilitate watering, if such a procedure seemed necessary. Each bed was surrounded by boards 6 inches in height. The results obtained were excellent, practically all the cuttings striking root within a very short time. On February 2, 1917, freezing weather swept over Florida and the cuttings suffered to the extent of 50 per cent loss. The morning following the first night of freezing the beds were covered with hay, which prevented a further loss the second night of the cold wave. The plants that survived the freeze were somewhat damaged, but not killed. They were later set in the field.

On January 12, 1917, several hundred cuttings were made and set directly in the field. On February 3 these cuttings, which had struck root and were in excellent condition, were frozen back to the ground level. On February 24 it was noted that many of these frozen plants had put out leaves from buds near or at the ground level, and before April 1 a very good stand, averaging 75 per cent, was obtained. This system of establishing plants direct in the field, without first establishing growth in the cutting-bed, was later found to work very satisfactorily. It is the most economical method of propagating, in a climate such as that of Orlando, Florida, provided the cuttings are placed in the soil in mid-winter following a rain.

Preparation of Soil and Transplanting

The soil on which the experiments were carried out is a light sandy soil, deficient in humus, and underlaid at a considerable depth by clay. The drainage is good and water rarely stands on the fields even after the severest rains.

In preparing the fields the soil was turned with a 14-inch turn plow to a depth of 7 inches, then well disked with a cutaway disc, harrowed down, and finally smoothed down with a plank drag. Rows were laid off 40 inches apart and the plants spaced in these rows 18 inches apart, thus allowing for 8,000 plants per acre.

The permanent fields were set on March 8, 1917, with plants from the cutting beds. As each plant was placed in position a small amount of fertilizer, from a mixture of 1,500 pounds of acid phosphate, 500 pounds of nitrate of soda, and 400 pounds of tobacco dust, was worked into the soil immediately adjacent to the plant. The loss of plants due to transplanting was less than 1 per cent.

Growth of Plants

The plants thrived well after the slips were set in the field. In 1917 the area set amounted to 2 acres, contain-

*Office of Drug, Poisonous and Oil-Plant Investigations, Bureau of Plant Industry, United States Department of Agriculture.

ing approximately 16,000 plants, of which less than 1 per cent died from the effects of transplanting. Subsequent growth was rapid and within a few weeks the plants shaded the ground over a considerable area. In February and March of 1918 the season was dry and the plants were slow in starting growth, but when the rains came in April they grew rapidly.

During the hot rainy season of July, 1918, a portion of one field stood under water for periods varying sometimes as long as 24 hours. The result was that all the plants in this submerged area died. Rose geranium appears to stand drought remarkably well, and also wet weather, provided the run-off is fairly rapid. After the first harvest in 1917 a small percentage of the plants died, but this loss was so small (not over 3 per cent) that the fields were considered perfect stands at the beginning of 1918. The last harvest of 1918 appeared to be more detrimental to the plants and at the close of that season it was found necessary to reset approximately 20 per cent of the fields in order to secure a perfect stand. The loss in 1919 was very slight.

Since rainfall and temperature exert marked influence on the growth of plants, these data are brought together in Table I.

TABLE I.—TOTAL MONTHLY RAINFALL AND MAXIMUM, MINIMUM AND MEAN TEMPERATURES FOR 1917, 1918, AND 1919, AT ORLANDO, ORANGE COUNTY, FLORIDA.

Month.	Rainfall.			Maximum Temperature.			Minimum Temperature.			Mean Temperature.		
	1917.	1918.	1919.	1917.	1918.	1919.	1917.	1918.	1919.	1917.	1918.	1919.
January	1.15	3.72	3.01	85	86	83	25	26	28	66.2	55.4	60.1
February	1.17	0.14	4.25	89	90	86	22	37	33	62.0	68.6	62.4
March	2.41	1.72	5.68	90	91	87	37	31	40	69.8	72.6	68.4
April	6.56	8.24	1.17	96	93	94	43	39	37	72.2	71.4	70.0
May	5.78	2.11	10.37	98	94	96	49	52	55	75.8	75.5	76.2
June	3.89	5.37	5.19	98	99	97	65	64	61	80.8	81.0	79.4
July	11.17	12.30	11.49	98	95	97	69	66	67	83.4	80.1	81.4
August	8.15	3.34	5.46	98	101	98	70	66	67	82.6	82.2	82.4
September	8.87	6.60	2.38	99	98	98	65	61	63	79.5	78.8	81.2
October	3.55	7.25	0.80	92	94	98	40	60	63	72.9	77.0	80.4
November	0.19	2.30	3.99	84	86	92	29	41	44	62.8	66.8	70.4
December	0.92	3.23	3.45	81	88	90	26	34	36	56.8	62.1	63.4

The rose geranium plant remains green throughout the year at Orlando except when frozen back. It does not, however, grow throughout the year, but goes into a dormant stage during the winter months. This dormant stage varies in length depending on the temperature and rainfall during the winter. During the course of this experiment the plants were frozen back each year, but the loss from this cause was extremely light. As stated before, however, many cuttings were lost because of the freezing.

Cultivation

It was found that rose geranium must be cultivated frequently. The plant does not grow well if it has to compete with weeds and in order to keep these down it is necessary to cultivate and hoe several times during the year. As soon as the plants had recovered from the shock of transplanting they were cultivated with a drag-tooth harrow. Later in the season they were cultivated with a shovel-tooth harrow. This latter tool removed all the weeds between the rows, but stirred the soil to a considerable depth, which is not desirable during dry weather; therefore, the drag-tooth harrow was used at times since it stirred only the top soil. It also removed many weeds, but the plants needed hoeing in the row in order to keep down such weeds as could not be reached by the cultivator.

Fertilization

At the time of planting in 1917, fertilizer was applied as stated above, approximately 500 pounds of the mixture

being applied per acre. In 1918 no fertilizer was used. In 1919 high-grade tankage was applied to a portion of one plot and the spent herb of the rose geranium was used as a compost on another portion of the same plot. Check plots were staked off adjacent to the fertilized plots. The results of one year's fertilization are not conclusive, but are included here as Table II in order to make a complete record of the experiments.

TABLE II.—THE EFFECT OF FERTILIZER ON THE YIELD OF ROSE GERANIUM HERB AND OIL DURING ONE YEAR'S TRIAL (1919).

Fertilizer Used.	Number and Date of Harvest	Weight of Green Herb. Pounds.	Weight of Oil. Pounds.	Yield of Oil. Per Cent
Check	April 2, 1919	618	0.36	0.057
High-grade tankage	April 9, 1919	818	0.46	0.055
Compost	April 24, 1919	724	0.44	0.059
Check	July 16, 1919	541	0.36	0.065
High-grade tankage	July 15, 1919	708	0.48	0.065
Compost	July 18, 1919	895	0.46	0.051

The high-grade tankage used in this experiment analyzed 10 per cent ammonia, and it was applied at the rate of 450 pounds per acre. The spent herb was that obtained in 1918 which had been piled and allowed to compost during the winter of 1918-19. The herb was only partly decomposed and the decomposed part was made up chiefly of

leaves and small stalks, the large stalks remaining intact. This compost was spread between the rows of plants partly as a mulch and partly as a fertilizer. After the second harvest, July 18, 1919, it was found necessary to remove the large undecomposed stalks since they interfered with cultivation to such an extent that the horse-drawn cultivator could not be employed and excessive hand labor was necessary to keep down the weeds.

No definite conclusions can be drawn from one year's experiments, but it appears from the results obtained in 1919 that both high-grade tankage and compost of the herb will increase the weight of green herb with probably a somewhat decreased percentage of oil. The increased yield in herb and the decreased percentage of oil is especially marked in the second harvest of the plot treated with the compost. The plot treated with the tankage yields high in herb and also in percentage of oil, the yield of oil being nearly equal to that from the check plot.

Harvesting

Harvesting was always done by hand labor. This process is wasteful of labor, but allowable in experimental work of this sort where the area to be harvested is not large. The plants were cut off with a corn knife approximately 4 inches from the ground, thrown into piles, then loaded on a wagon and hauled at once to the distilling plant. A mower was tried in the harvesting, but with indifferent success, the main objection being that this machine had a tendency to lag when the cutting knives hit the woody plant stalk

and thus the entire plant would be pulled out of the ground. Probably the best machine for the purpose would be a reaper, with a cutting mechanism that could be adjusted to a suitable height and which would lay the cut material off in piles of a size suitable for easy loading on a wagon.

Distilling

Distillation was conducted with steam in the usual manner. The retort was constructed of boiler plate and held about 600 pounds of green material chopped rather fine, the bulky branched green plants being run through an ordinary feed cutter before distilling. The condenser was of the "multiple-tube" type and well cooled. The capacity of the condenser was such that it required one hour of distilling to drive over all the oil that could be obtained under practical working conditions. The oil distilled off at the following rate:

- 1st 20 minutes' distillation, 62.5 per cent of total oil.
- 2nd 20 minutes' distillation, 25.7 per cent of total oil.
- 3rd 20 minutes' distillation, 11.8 per cent of total oil.

After distillation was completed the oil was separated from the water, dried by means of anhydrous sodium sulphate and then filtered. The dry oil had a much darker color than authentic oils purchased in the open market. This dark color was due to contamination which entered the oil as it distilled in the iron retort. In order to remove the objectionable color the oil was filtered through animal charcoal. Thus treated it could not be distinguished in color from the commercial oils. Small lots of herb distilled in a copper retort fitted with a glass condenser produced oils which in color could not be distinguished from authentic commercial samples.

Distillation was conducted immediately after the herb was cut, that is, within not less than two hours. In some instances a load of plants reached the laboratory late in the day, in which case the herb was spread out under cover and distilled early the next morning. No differences in the yield of oil were noted. In order to determine the effect on oil yield by drying, one lot of 1,000 pounds was divided into two parts, one-half being distilled while fresh, and the other half after drying 8 days under cover. The former yielded 0.032 per cent of oil, the latter 0.039 per cent, calculated on the green weight, thus indicating that in drying under cover there is no loss of oil.

Yields of Herb and Oil

The yield of herb of rose geranium each year during the time of the experiment was considered fair, but the yield of oil was somewhat disappointing. In Florida harvesting occurs necessarily during the rainy season, because if the plants are allowed to remain in the field until the rainy season is past they become extremely woody and the leaf area is measurably decreased by loss of the lower leaves which turn brown and drop from the plant. This is unfortunate since experience has shown that the yield of oil is higher after a day or two of bright sunshine than after a rain. The adhering moisture accounts for part of the decreased percentage in yield of oil, but in addition it is to be noted that the heavy rains wash off considerable oil from the pubescent leaf. A typical distillation period is given in Table III which illustrates the effect of dry and rainy weather on the oil yield.

It will be observed that when the harvest occurred on a day following a rain, the yield of oil was much less than when it occurred after a day of sunshine or perhaps light

TABLE III—YIELD OF OIL OF ROSE GERANEUM THROUGHOUT A TYPICAL DISTILLATION PERIOD IN FLORIDA.

Date Distilled.	Yield of Oil, Per Cent.	Weather Conditions on Day Just Previous to Harvest.	Condition of Growth of Plants.
August 22, 1917.....	0.035	Rainy	Very woody
August 22, 1917.....	0.047	Rainy	Very woody
August 23, 1917.....	0.061	Dry	Woody
August 23, 1917.....	0.060	Dry	Woody
August 24, 1917.....	0.070	Dry	Large—woody
August 24, 1917.....	0.070	Dry	Large—woody
August 25, 1917.....	0.067	Dry	Large—woody
August 25, 1917.....	0.070	Dry	Large—woody
August 28, 1917.....	0.063	Dry	Large—woody
August 29, 1917.....	0.041	Rainy	Large—woody
August 29, 1917.....	0.048	Rainy	Large—woody
August 30, 1917.....	0.062	Rainy	Large—woody
September 5, 1917.....	0.049	Dry	Large—woody
September 6, 1917.....	0.051	Dry	Large—woody
September 7, 1917.....	0.109	Dry	Very leafy
September 8, 1917.....	0.100	Dry	Very leafy
September 10, 1917.....	0.089	Dry	Very leafy
September 11, 1917.....	0.067	Dry	Somewhat woody
September 12, 1917.....	0.059	Rainy	Somewhat woody
September 13, 1917.....	0.052	Rainy	Somewhat woody
September 14, 1917.....	0.076	Dry	Somewhat woody

showers. It was realized also that the condition of the plants as regards leaf area would influence the yield of oil; hence their condition in this respect was carefully noted. The conclusion drawn was that heavy rains caused the decrease in yield of oil rather than the condition of the plants. The yield of oil is given in Table IV.

TABLE IV—YIELD OF GREEN HERB, OIL, AND THE PERCENTAGE OF YIELD OF OIL OF ROSE GERANEUM DURING A PERIOD OF THREE YEARS AT ORLANDO, ORANGE COUNTY, FLORIDA

Number and date of harvest.	No. of plot.	Area of plot, Acres.	Yield of fresh herb, Pounds.	Yield of oil, Pounds.	Percent yield of oil.
1—Aug. 25, 1917.....	A	1	16,720	9.33	0.055
1—Sept. 12, 1917.....	B	1	7,332	5.55	0.073
1—June 1, 1918.....	A	1	5,383	3.22	0.063
2—Sept. 13, 1918.....	A	1	2,435	1.35	0.055
1—June 15, 1918.....	B	1	3,722	2.93	0.079
2—Sept. 18, 1918.....	B	1	2,387	1.95	0.082
1—June 15, 1919.....	A	1	4,499	2.55	0.056
1—Sept. 12, 1919.....	B	1	6,712	3.48	0.051

A study of this table reveals some interesting facts relative to the yield of fresh herb. The first year's crop harvested from Plot "A" was extremely heavy, being 16,720 pounds; the second year's crop from the same field totaled 7,618 pounds, and the third year's crop 4,499 pounds. It appears, therefore, that the amount of fresh herb obtainable decreases each year with the life of the field. This decrease is not so marked in Plot "B"; in fact, the yield is fairly constant each year.

The yield of oil per acre is not encouraging and is not sufficiently large to warrant the cultivation of rose geranium as a money crop. The price of the oil as quoted in the *Oil, Paint and Drug Reporter* for the years of this experiment is given in Table V.

TABLE V—PRICE OF OIL OF ROSE GERANEUM
Price in dollars per pound.

Year.	Source of oil.	Low	High.	Average.
1917.....	Turkish	3.25	4.65	3.92
1917.....	African	3.90	6.00	4.48
1917.....	Bourbon	3.25	5.50	4.33
1918.....	Turkish	4.25	5.50	4.87
1918.....	African	5.75	11.50	7.53
1918.....	Bourbon	5.50	10.50	7.30
.....6161	African	9.00	11.50	10.38
.....6161	Bourbon	7.00	10.50	9.05
.....6161	Turkish	4.25	5.50	4.89

With the figures of Table V as a basis it is easy to calculate the monetary returns per acre from one acre of rose geranium. In actual practice it has been found that the trade accepts an oil from a new source at a somewhat lower figure than the lowest price for the oil already on the market.

(Continued on Next Page)

SEPTEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, September 7.—Following is the report for September on floral products and essential oils:

Orange

The stocks of neroli which were almost exhausted last month, are beginning to be short on the market. The most important distillers have sold their entire production for the season, so that there has been an increase of almost one hundred francs per kilogram. A certain increase is ahead of us for next year, because this year's market price may be regarded as a minimum.

Pomades and liquid and solid concretes, are likewise in great demand, and will doubtless be entirely sold out in a few months.

The demand for oil of petitgrain is very active because the stocks are extremely low. The revolution in Paraguay has suspended the distillation of oil of petitgrain in that country for the present; and for a long time the exports from Paraguay will be insignificant.

Rose

There is nothing of any importance to be noted concerning rose products. The demand continues to be very active and a rise in price rather than a fall is to be expected, because the stocks from the last crop are already very low.

Jasmin

The crop may be estimated at fifty per cent less than that of last year. Although the price of the blossoms will be quite high this year, we must take into consideration the fact that, as the crop is only half as large, the income of the cultivators will certainly not be any greater than that which they obtained last year.

Weather conditions have weakened the plants in general and hail has destroyed some of the blooms. Therefore the harvest will probably be poor. In spite of the relatively high price all of the product will be sold rapidly because the demand is very active.

Tuberose

As in the case of jasmin, the tuberose crop will also be poor. The stalks have not grown as they should, so that tuberose products will tend to rise, especially as there will be only a little stock left over at the end of the harvest.

Geranium

Bourbon oil has not fallen in price. On the contrary, the present market price is really impracticable.

Foreign consumers should cease entirely to buy this oil, because they encourage the inexplicable increase. If they would become accustomed to the use of other products, the Algerian oil, for example, which is much cheaper than the Bourbon oil although superior to it in perfume value, they would see a sudden drop in the price of the Bourbon oil, because the present market price is due solely to speculation. It is easy to show that, even when cyclones had ravaged the Island of Réunion, prices like the present were not customary; and this is taking into account the actual increase of all products during the last few years.

Bourbon oil, which was always the cheapest of the three qualities of geranium oil, is today almost the dearest. The sellers of Algerian and Grasse geranium would be morally justified in imitating this increase in price of the Bourbon oil, but it is hoped that the large American or English consumers will at any moment abandon the use of the Bourbon oil on account of the very exaggerated prices that have been maintained, without any reason, for several months.

Mint

The situation of the mint oils is unchanged. The rise of the pound sterling has made the market prices of Japanese

mint oil and menthol increase, just as American mint oil increased on account of the rise of the dollar.

Grasse mint oil will be slightly more expensive than last year.

Lavender

We are facing a very great increase in price, because the harvest is extremely poor. The plants have suffered so much from dryness that they are weak producers and the heat at the beginning of the summer burned the young shoots, which, poorly nourished, could not resist the excessive temperature that we had.

Therefore we must expect very high market prices which will at least double those of last year. Even if the consumers reduce their demands it will be difficult to make the supply last until the next harvest, because none is left from last year and the present harvest will be one of the worst since the war.

Spike

A very considerable increase in price is also to be expected in the case of this oil. The distillers have to pay the same price for gathering spike as they do for lavender; but as spike oil is one of the cheap essential oils the cost price is so high this year that it is impossible to make this oil without losing money. Fortunately there are distillers who, with their families, gather the plants; and this makes the cost price very low for them.

Rosemary and Thyme

The demand for rosemary oil is normal; but this oil will certainly be more in demand later, because, in soap-making, it will replace other oils which are a little expensive this year.

Thyme oil is also very much in demand, and as the supplies are not very large an increase in price will occur in a few months.

Summary

Although the months of August and September are generally very quiet for business, this year considerable activity in buying and selling has been noted, due probably to the rise of foreign money which places transatlantic buyers in an advantageous position.

As the supplies of all Grasse merchandise and floral products have run rather low, prudent consumers are projecting themselves by taking advantage of the present exchange value of their money. It is this which has caused the revival of business at a time which in preceding years was generally reserved for vacations and travel.

ROSE GERANIUM EXPERIMENTS

(Continued from Preceding Page)

Hence in making calculations to establish approximate returns during the life of this experiment, these returns must be calculated on the average price paid for the lowest priced oil, namely, the Turkish oil.

TABLE VI—THE MONETARY RETURNS PER ACRE AS CALCULATED ON THE ABOVE BASIS

Plot.	1917.	1918.	1919.
A	\$36.57	\$22.25	\$10.93
B	21.75	23.76	14.92

It will be seen from a study of Table VI that the gross returns are small from one acre of rose geranium. It is believed that Plot B very closely represents what can be expected from the cultivation of rose geranium as a money crop. The costs of producing this crop have not been accurately worked out, since no commercial plantings were attempted, and it appears extremely doubtful if any net profit could be expected when the gross returns are so small.

THE CULTIVATION OF THE ROSE IN FRANCE*

By M. KARLESKIND, Director of Agricultural Services, Etablissements Antoine Chiris, Grasse.

(The installment herewith given concludes the extremely interesting article on the "Cultivation of the Rose in France," which was placed at our disposal by Mr. Burton T. Bush, president of the Antoine Chiris Co., New York. We hope in early issues to publish other articles from the pen of M. Karleskind and other experts on the subject that will be of value to American agriculturists who may take up the practical study of flower culture and thereby help in developing the perfume flower industry in this country. The following concluding installment is continued from Page 284, of our number for August, 1923.)

PLOWING: The plowings are continued until autumn, being done three or four times during the season. Drought occasionally necessitates a delay, because of our clayish soil, which is a little compact.

The plowing machines must be drawn by docile animals and they must be driven by expert workers. It is necessary to use shields to protect the horses from the thorns of the roses in order to enable them to approach as closely as possible to the bushes.

The cultivation is completed by hoeing and clearing away the clumps.

In the spring following the planting some plants will already have blossomed, but the crop is insignificant, even if one has planted cuttings. However, it permits the commencement of the selection which will assure the uniformity of the plantation.

The First Year's Pruning

The first year's pruning can be commenced as early as the autumn. It consists of cutting away the branches which have grown badly, or which are not sufficiently full grown, in order to save only those that are best formed.

The shoots to be rejected are cut off as closely as possible to the main stem; these shoots might be kept and used to start a new plantation, but it is preferable to destroy them because the plants from which they have been taken have not yet been sufficiently observed.

During the following winter the empty spaces are filled in by plants a year old, which have been grown in a nursery. They must be placed very carefully, because as the plants develop it becomes more difficult to fill in these spaces.

The proportion of cuttings which fail to grow will be very small if one has taken all the necessary precautions. For the entire Vignal plantation this proportion has not exceeded three per cent in spite of the great dryness of the summer following the planting. We must admit, however, that we suffered much from the attacks of the rose worm.

Twining

Left to itself the rose bush forms a cluster of branches more or less spread out, and it is with great difficulty that the light and air circulate in the center.

The buds, growing on a shoot a year old, will yield flowers only if they find conditions favorable to their development; that is, on the top branches where there is abundant sap. On the contrary, if by an artifice of culture the whole length of the branch gets the light and air, the sap will divide itself equally in all the shoots situated

along the branch; and these shoots will give forth other shoots and thus yield a quantity of flowers.

This explains the good effect of twining which is well understood in fruit arboriculture and which has been practiced for a long time by the cultivators of Roses de Mai in Provence.

This operation consists of bending the branches to form an arch, by twining the ends together.

This practice is not without serious disadvantages; it is long and laborious, and requires expert workmanship; it can in a certain measure increase the havoc sometimes occasioned by late frosts which are always to be feared, by bringing the buds near the surface of the soil. In spite of all this, however, it greatly increases the production, and constitutes, without doubt, one of the factors in the large yields of perfume roses in this region—large yields, that is, in proportion to the surface planted, which is the only thing that matters in industrial culture. While studying the roses of Morocco, we were able to pick out in the plantation of Agdal Ba-Ahmed at Marrakech, two bushes which furnished 16.78 kg. of flowers; that is, 8.39 kg. per stalk. These two bushes formed a clump more than three meters high and six meters in circumference, under which a man could hide completely; they were planted in very rich soil; but we are under the impression that taking into account the density of the plantations, the quantity of flowers gathered per hectare would not be found much greater than that which is usually obtained in the region of Grasse.

Tilling the Soil in Winter

After the first rains of September, and as soon as the soil is ready to be worked, the tilling must begin; the first furrows are dug by strong plows; when it is necessary to approach the bushes, lighter plows are used, which are more easily handled.

The first season's fertilizer is put in the soil very close to the stalks, and the covering is done by stamping down, thus leaving a furrow open in the middle of the rows, to permit the rain water to flow easily.

Usually, every other row is plowed, at first, so as to permit ease in walking during pruning time, the replacement of the missing plants, etc.

It is also necessary to look over the drains at the beginning of autumn and to clear them. This permits the rapid flow of the water and prevents the stagnant humidity which is the greatest enemy of the rose.

Harvesting

The flowering of the rose generally takes place in May. The size of the crop varies according to the individual plants, the situation of the plantations, the care taken in cultivation and the year, according to the meteorological circumstances. Late frosts are often harmful at the end of March and especially in April, and we will later consider the means which we have at our disposal to protect ourselves against this danger, so far as possible.

The gathering is done very early in the morning, when the flowers are still impregnated with dew; and is discontinued when the rays of the sun become too warm.

The hour of the gathering has a great influence on

* From *Les Parfums de France*, Grasse.

the yield of perfume furnished by the flowers. Women and children usually are employed in this work. They are paid by the kilogram of flowers gathered.

According to circumstances, the crop varies from two thousand to five thousand kilograms per hectare.

There have been known to be yields amounting to one kilogram per plant for the region of La Colle. We believe that this is for an exceptional crop in a very favorable year, and for plants cultivated under very special conditions. It would be a valuable thing to determine the yield of oil from these flowers.

At Vignal the crops are weighed separately by plots, in order to follow each factor entering into the production.

Work to Be Done the Following Season

During the next season the same work of plowing and clearing of the clumps will be performed, to permit the plants to continue growing as long as possible; thus favoring the normal growth of the branches which will bear flowers in the following year.

The plots which are not sufficiently cleared during the time of planting will sometimes be invaded by running weeds. It will be well during a dry period to work them thoroughly either by using a plow or by hand, for the uncovered roots will certainly be destroyed.

Winter Cultivation

The same work is continued. A careful pruning is performed, the branches which have borne flowers being cut away. The branches to be preserved are chosen as close as possible to the foot of the bush. The shoots, carefully detached, can this time be used in new plantations.

The twining now to be done will require even greater care than the first year.

The fertilizer is placed in the middle of the furrows, the amount being increased for the thin plants and for those which have given a good crop.

This is the last time that empty spaces can be filled in with any chance of success. Later the strong plants will hinder the development of their young neighbors.

Now comes the second crop, which, other things being equal, will be superior to the first. The yields of the rose increase up to the fourth of fifth year, after which the crops are normal, and then diminish.

In the region of Grasse, a plantation of roses continues to yield for ten years. In very favorable situations the crops can still be acceptable at the end of twelve to fifteen years.

The plantations at Vignal will certainly last at least ten years. Perhaps we will succeed in prolonging their life, while maintaining a good production, by working them methodically.

SOME PECULIAR FEATURES OF THE NATURE OF ODORS

In a paper on the "Elimination of Industrial Organic Odors," which is very ably presented by Yandell Henderson and Howard W. Haggard, of the Yale Laboratory of Applied Physiology, in the *Journal of Industrial and Engineering Chemistry*, are to be found some features of interest to perfumers, although much of the information is only reproduced in new form, the authors giving full credit to Tigerstedt's "Textbook of Physiology," translated by Murlin, New York, 1906.

With this introduction these extracts are given:

Few subjects are more obscure than the nature of odors. The physiology of smell has indeed in the hands of Zwaardemaker in recent years made progress, but much remains unknown. It is an extremely primitive sense possessed by virtually all animal organisms. Often it is the sense to which the chief vital responses of food escape, and sex are adjusted. Even in man, in whom this sense seems to have retrograded, it is probable that some of the most fundamental instincts—particularly the first and last above mentioned—are more or less subconsciously dependent upon odors. Humboldt reported that certain Peruvian Indians could follow a trail by scent as reliably as a hound. In some persons even very faint odors may induce nausea.

The olfactory sense is not, as might be supposed, located in the nasal passages proper, but in the olfactory epithelium or membrane covering only a small part of the septum high above each nostril—a total area of less than a square centimeter. The breath does not therefore pass over this membrane, which is innervated by the first or olfactory nerves. The lining of the nasal passages proper is on the contrary innervated by branches of the fifth cranial nerve, and irritation of that membrane therefore causes not a sense of smell, but a tickling which induces sneezing. Usually it is by diffusion into the upper chambers that odorous gases or vapors or emanations reach the olfactory membrane. It is only when the flow of air along the nares is made to vary or move in puffs by sniffing, that puffs of air containing the smell-exciting substances are thrown directly against the membrane.

In part the sense of taste in its common acceptance is dependent upon aromas. The connoisseur of a fine wine

could complete his satisfaction only when, after swallowing and drawing a little breath through the mouth, the air bearing the aroma was exhaled through the nose, and was thus diffused to the olfactory membrane.

At one time the character of odoriferous stimulation was supposed to depend upon vibrations of the substances, a mechanical instead of a chemical action. This view seemed to accord with the fact that some substances giving off a strong odor for a long time, such as musk, undergo no loss of weight detectable with the chemical balance. When, however, Berthollet placed camphor in a vacuum over mercury, a lowering of the column finally became perceptible, thus demonstrating a material emanation of the general character of a gas.

Tyndall, in his well-known investigations on the absorption of radiant heat during passage through gases, found that the presence in air of odoriferous substances causes a far larger absorption than pure air. With some substances, such as oil of rose, the absorption increased 36 times, and with oil of anise 372 times.

Another peculiar property of odors is their tendency to adsorption. The use of so-called fixatives, such as balsam, is the basis of the perfumery industry. Some odors hang in clothing almost indefinitely. During a visit to a particularly odorous factory, one of us wore a raincoat of closely woven, smooth cloth. But for two days thereafter, even with constant airing, the sleeve of the coat needed only to be brought near the nose for it to be made clear that the vapor which had condensed on the surface was coming off. Presumably this indicates large molecules or aggregates.

The amounts of some substances mixed with air which are detectable have been determined. In the case of ethyl ether 0.005 mm. per l. of air is perceptible. With camphor a figure of 0.005 is given; for essence of orange, 0.00005. For hydrogen sulphide we have found an amount of less than 0.000001 mg. per l. of air is perceptible, although the nose rapidly loses its power to distinguish such an odor. But for the really odorous substances like mercaptan the amounts usually given as perceptible are as little as 0.00000004 mg. per l. of air.

ODOR AND ITS ORIGIN

By THOMAS H. DURRANS, M. Sc. (London); F. I. C. of the Oxford University Industrial Research Laboratory of A. Boake, Roberts & Co., Ltd., London, England

Introduction: The relationships which appear to exist between the odor of a substance and its chemical constitution, is a subject that has attracted considerable attention during recent years. It is proposed in this article to set forth somewhat fully the history of the science and the latest and most widely accepted views on the subject. Attention is drawn at the outset to certain fundamental difficulties which exist and which have effectually barred the way to a rapid comprehension of the subject.

In the first place smell is a peculiarly variable sense, varying not only from person to person but also from instant to instant in the individual. The sense is probably more largely influenced than is any other of the human senses by the health, fatigue and environment of the individual while even psychological effects exert profound influence. These and other variables all tend to vary both the strength and character of an odor perceived by an individual, making exact measurements difficult, if not impossible. The fact that we have no standards of odor sadly weakens the fundamental basis of the whole science.

Certain pardonably futile attempts have been made to set up such a standard or scale, the best being Zwaardemaker's physiological system and Henning's psychological one.¹

The most that can be done at the present time is to attempt to describe an odor by loose reference to others of more common occurrence. The position is highly unsatisfactory and no great progress is likely to be made until some transcendent genius opens up a path whereby orderly scientific measurement is rendered possible.

The Measurement of Odors

The most noteworthy attempts to measure odors are those of Passy²; Henry³; Fournie⁴; van Dam⁵; Zwaardemaker⁶; Backmann⁷; Fischer and Penzolt⁸; Dufraisse and Bongrand⁹; Bertholet¹⁰; Mesnard¹¹; but the first investigator of the subject seems to have been Professor Hermann Böerhave (1668-1738). It is proposed to describe the work of these experimenters in brief detail.

Passy's experiments were made with a loosely closed one-litre flask the bottom of which was gently heated. The odoriferous solution was added drop by drop until the odor could just be perceived at the uncovered orifice of the flask, sufficient time being allowed for complete diffusion to take place.

The amount, in terms of millionths of a gram, of the odoriferous substance required to produce this effect Passy termed the "perceptible minimum." The following minima were found: camphor 5, citral 0.5 to 0.1, vanillin 0.005 to 0.0005, artificial musk 0.000001 to 0.0000005, whence it was deduced that vanillin is one hundred times stronger than citral, and so on. It is necessary to draw a distinction between pungency and strength. Citral is more pungent than vanillin but vanillin has the greater covering power or strength; it is the

covering power of which the "perceptible minimum" is a measure. Similar experiments were conducted by Henry who constructed an "olfactometer" and by means of it determined the minimum weight of an odoriferous substance in one cubic centimetre of air that could be smelt. The apparatus is not unlike that designed by Zwaardemaker¹² and consists essentially of a porous paper tube closed at the bottom end and surrounded by an exterior vessel containing the odoriferous substance. Inside the paper tube is a glass tube, which is a sliding fit, and to which are fixed tubes arranged so as to allow their easy application to the nostrils. This glass tube is very slowly and steadily raised so as to expose more and more of the porous paper tube until the odor can just be perceived. When this is attained the height the tube has been raised and the time taken to raise it are measured. Henry treated the results mathematically and arrived at figures much higher than those of Passy.

Fournie's olfactoscope is somewhat similar in design to that of Passy, but operates in a different manner. It consists of two closely fitting concentric glass tubes, ground at the lower ends and furnished with circular holes of equal diameter. These holes are situated vertically in the inner tube and spirally in the other. By twisting one of the tubes relatively to the other any two holes in the same horizontal plane can be made to coincide and thus the height from the bottom of the tube to the orifice connecting the interior with the air can be regulated to any one of the horizontal planes. A definite amount of the odoriferous substance is placed on a strip of odorless paper and put at the bottom of the tube. The apparatus is then closed and set aside for a fixed interval to allow diffusion to take place. Comparisons are then made by noting the odor at the various holes.

Van Dam's instrument is made of glass and consists of an air tube 1.5 cms in diameter and 16 cms long. Into one end of this tube two other tubes are fused at right angles to each other each 8 cms long and 0.6 cm diameter; one of these tubes has the same axis as the main air tube and penetrates it to a depth of 6 cms; the other tube is perpendicular to the air tube. A definite amount of the odoriferous substance is mixed with 10 gms of melted paraffin wax (M. P. 60°C) and cast into cylinders 3.5 cms long which can be screwed onto a copper rod 10 cms long. By means of this copper rod the wax cylinder is pushed into the small tube, which has the same axis as the main air tube, until the odoriferous substance can just be smelt at the small perpendicular tube. The length of the wax cylinder that protrudes in to the main air tube is taken as a measure of the strength of the odor.

The most extensive experiments are those of Professor Zwaardemaker, of Utrecht University. Zwaardemaker terms the perceptible minimum an "olfactie" and points out that the value of the "olfactie" varies from person to person. He applies a correcting factor for reducing the personal olfactie to the "normal" olfactie. The olfactie can be evaluated either by a "static" or a "dynamic" olfactometer, instruments of both types having been designed by Zwaardemaker. That of the static type consists of a rectangular glass box 40 cms cube having a capacity of 64 litres. One of the walls is of aluminum and is provided in the center with a shuttered orifice for the insertion of the nose. The glass walls can be removed for cleaning with French chalk. The odoriferous substance is dissolved in water and the solution is placed in a watch glass set on the glass floor of the box and allowed to evaporate completely. If then no odor can be perceived at the orifice, the experiment is repeated with a larger amount of the substance until the minimum perceptible quantity is found. Using this apparatus Backmann⁷ found the following

1. *c. f. Chemiker Zeitung*, 1920, Jan. 31.

2. *Comptes Rendu*, 1892, 114, 306, 786.

3. *Comptes Rendu*, 1891, 112, 344.

4. *Perfumery & Essential Oil Record*, London, 1917, 8, 278.

5. *J. Chemical Society*, London, 1917, A1 606.

6. *P. & E. O. R.*, 1922, Jan. p. 5.

7. *P. & E. O. R.*, 1922, Jan. p. 7.

8. *Annalen*, 239, 131.

9. *C. R.*, 1920, 171, 817.

10. *Ann. de Chemie et de Physique* (7) 22, 460.

11. *C. R.*, 116, 1461.

12. *Lancet*, 1889, June 29, p. 130.

perceptible minima in terms of the weight of odoriferous molecules per cc. of air.

Benzene	5.3×10^{-9} grams.
Toluene	2.0×10^{-9} grams.
Xylene	0.8×10^{-9} grams.
Pseudocumene	0.2×10^{-9} grams.
Durene	0.09×10^{-9} grams.

Another method employed by Zwaardemaker and his collaborators is to place a Nernst micro-balance inside the olfactometer box. To one arm of the balance is suspended a filter paper soaked in the odoriferous solution. The olfactie is determined by noting the decrease in weight at the moment when the odor can just be perceived; this weight is multiplied by 64,000, the factor for the box. Huyer obtained the following values in this manner:

	gms. per cc. of air	gm. mols
Aniline	46×10^{-12}	or 0.49×10^{-7}
o-Toluidene	29×10^{-12}	or 0.49×10^{-7}
m-Toluidene	26×10^{-12}	or 0.49×10^{-7}
p-Toluidene	14×10^{-12}	or 0.49×10^{-7}
Xylidene	23×10^{-12}	or 0.49×10^{-7}
Cumidene	8×10^{-12}	or 0.49×10^{-7}

Zwaardemaker has also devised a "precision-olfactometer" which is essentially as follows:—On a solid base are mounted two horizontal rails 25 cms long, on which a supply cylinder can move to and fro. The supply cylinder consists of a cylinder of small mesh nickel gauge, 10 cms long and 8 mms. bore, enveloped by several layers of filter paper. Surrounding this is a wider glass cylinder of such a size that the volume of the space between the cylinder is 50ccs. Nickel plated brass discs 5.8 cms in diameter are clamped over the end of the glass cylinder so as to hold the supply cylinder centrally, cork discs being used as packing to ensure air tightness. These discs are all provided centrally with a hole through which is pushed a close-fitting glass inhaling tube on which the cylinders can slide. The odoriferous liquid is injected into the annular space between the glass and paper cylinders through a small hole in one of the end plates and is absorbed completely by the filter paper in the course of a few hours. When the glass inhaling tube is pushed right in, none of the filter paper cylinder is exposed to the air passing through the inhaling tube, but as this tube is pulled out, more and more of the odor-bearing filter-paper cylinder is exposed to the current of the air. A suitable scale allows the length of the exposed filter-paper cylinder to be measured.

Zwaardemaker uses the following nine bodies to obtain primary odors:—Iso Amylacetate, terpineol, nitrobenzene, muskylene, guaiacol, caproic acid, allyl alcohol, pyridene, skatole.

Zwaardemaker has also devised what he terms an iris odorimeter, which consists essentially of a variable iris-diaphragm over which is arranged a hood with adjustable windows surmounted with a smelling tube. This arrangement is placed on top of a reservoir containing air charged with a known amount of odoriferous substance. On smelling through the tube at the top the perfumed air from the reservoir passes through the variable diaphragm and mixes with the odorless air admitted simultaneously through variable windows in the side of the hood, thus obtaining a definite dilution depending on the area of the iris and the windows respectively. The following perceptible minima have been observed with this instrument:

Methyl alcohol diluted 72 times with air
Ethyl alcohol diluted 40 times with air.
Toluidene diluted 66 times with air.
Benzene diluted 590 times with air.
Toluidene diluted 630 times with air.
Eugenol diluted 700 times with air.
Eucalyptol diluted 1,700 times with air.

In order to deodorize his various instruments Zwaardemaker employs the light from an arc lamp; Komuro¹⁴ uses that of a mercury vapor lamp. The light from a tungsten arc would probably be still more efficient.

Some experiments by Hoffman¹⁵ made during the course of a severe attack of nasal catarrh are of interest as showing the influence of health on the acuteness of the olfactory

mechanism. We all know that during an attack of influenza, and like ailments, the ability to taste may disappear partially. We find that, as a rule, we can still perceive certain taste sensations such as, bitterness, saltiness, sourness and sweetness, but we are not able to recognize flavors, such as vanilla, amylacetate, ethyl butyrate or chloroform where the so called "taste" is really due to smelling. Hoffman records the gradual reawakening of the sensation of smell as the catarrh abated during the course of five years. The smell of certain substances, such as coumarin and thymol, remained weak throughout the period, but iodoform, indole, and naphthalene which at first were odorless had strong odors at the end of the experiment.

The Process of Smelling

It will have been noticed that all the various odorimeters, olfactometers or olfactoscopes, depend fundamentally on the vaporization of the odoriferous body. It was at one time suggested that a body evinced its odors by virtue of ethereal or aerial vibrations. This misconception arose from the supposed fact that certain bodies of very low vapor pressure continue to emit odor without losing weight. It is now appreciated that a body may emit many millions of molecules without the weight thus lost being weighable on our most delicate balances. It has been indisputably demonstrated that actual material transference of the odoriferous body to the nose takes place and therefore the first factor in the phenomenon is volatility.

In the ordinary process of smelling we have to deal with a mixture of the vapor of the substance with air. The maximum amount of the substance that can thus be conveyed in unit time depends on the vapor pressure of the substance and this in turn depends on the temperature, being greater when hot and lesser when cold. The temperature effect may be potent as the following example shows:—Carvone at normal temperature has a vapor pressure of about 0.06 mms. of mercury; at the boiling point of water and vapor pressure is 10 mms., or about 167 times as much while at the boiling point of carvone nearly 12,700 times as much.

H. Erdmann¹⁶ considers that the volatility of a perfume does not depend on its vapor pressure alone but also on its "specific solubility" in air. This he deduced from the fact that certain bodies lose, more or less completely, their odors in liquid air, but that on shaking the mixtures the odors become strongly apparent. He argues therefore that the perfumes dissolved in the liquid air evaporate with it in spite of the fact that the temperature is in the region of -190° C. This conclusion seems doubtful, since if temperature-vapor pressure curves for volatile substances be examined it will be seen that at low temperatures the rate of diminution of the vapor pressure falls off rapidly.

In consequence the vapor pressure at -190° C. is often not vastly different from what it is at normal temperature and therefore is not negligible. It should also be borne in mind that extremely minute quantities of an odoriferous body can be smelt, this being evident from Passy's experiments.¹⁷ It has been satisfactorily demonstrated by Henning that the vapors of odoriferous substances obey the general gas laws and there is consequently no need to assume any additional factor of the nature of "specific solubility."

A. Tschirch¹⁸ puts the matter in the following manner: He says that the substance must be "soluble" in air, that the partition coefficient between the substance and the air must be of a favorable dimension and that, in a mixture, the odor of those substances most soluble in air will predominate. It is probable that the "solubility in air" and the vapor tension of an odoriferous substance are the same phenomenon viewed from different aspects, but even then Tschirch's statement needs qualification.

It has not infrequently been assumed that the intensity of an odor is dependent on its volatility¹⁹ whereas Teudt²⁰ maintains that the quantity of the odoriferous substance does not affect the intensity of the odor.

A. Durand²¹ considers that the sense of smell is dependent on the presence in the air of "odorant ions," which are

13. P. & E. O. R., Sept. 1921, p. 309.

14. American Chemical Soc. Abstracts, 16, No. 17, p. 2874.

15. Schimmel's Report, 1922, p. 130.

16. J. Praktische Chemie, 1900, 225.

17. Chemisches Zentralblatt, 1921, iii 190.

18. c. f. J. Physical Chemistry, 1906, X, 455.

19. P. & E. O. R., 1920, 12, 39.

20. C. R., 1918, 166, 129.

capable of aiding the condensation of atmospheric moisture. It was found that bodies such as musk and camphor greatly increase the condensing power of dust-free air for aqueous vapor, and the more strongly odorous the air is, the greater becomes that effect, the amount of condensation being proportional to the number and size of the ions in the air. Durand considers that it is upon these "odorant ions" that the sense of smell depends and that this accounts for the fact that hygrometric conditions influence the sense. When air charged with odorous ions is inspired, the ions are retained in the olfactory region and give rise to the sensation of smell. The fact that the hygrometric state of the air influences the sense of smell is probably more validly explained by the fact that moist air is capable of carrying a larger proportion of the volatile substance than is dry air.

In this connection it is interesting to note that Zwaardemaker²¹ found that dilute aqueous solutions of odoriferous substances when sprayed from electrically earthed sprayers yield positively electrified clouds and that the electrical charge is just appreciable when also the odor is just appreciable. He found however that the phenomenon is also exhibited by odorless substances which are otherwise physiologically active. In a similar manner Backmann²² compared the smallest quantities of benzene, toluene, xylene, cumene and durene that could be smelt. He found that the quantity diminished as the number of substituent methyl groups increased and also that the electrical charge produced by spraying equimolecular aqueous solutions increased from benzene to xylene and then diminishes. In spite of the above coincidences it is doubtful if there is any direct connection between odor and electrical charge. Heller²³ discards entirely the view that odor is of an electrical nature as suggested by Teudt.²⁴ Teudt puts forward the view that the nasal sensory nerves have electronic vibrations which are increased by resonance when substances having corresponding intramolecular electronic vibrations are inspired, and he concludes that a chemical element can the more readily induce odor in its compounds the more firmly its electrons are united to the atomic nucleus. Metallic atoms cannot induce odor because of the facility with which they detach electrons.

Zwaardemaker, Passy and Haycraft have shown that elements which have the power of inducing an odor in their compounds belong almost exclusively to the fifth, sixth and seventh groups of the periodic classification of the elements. Also a definite periodicity occurs within each series of compounds in the appearance of odoriferous and non-odoriferous substances.

Of historic interest in this connection is an article by the late Sir William Ramsay in *Nature*, 1882, p. 187, and also the observations recorded by Tyndall²⁵ in 1865 that gases with an odor possess the power of absorbing radiant heat to a marked degree. Grijns²⁶ in 1919 was unable to find any relation between the intensity of odors and the power of absorbing heat. He therefore concluded that the stimulation of the olfactory apparatus is not effected by the liberation of energy absorbed from radiant heat.

Ungerer and Stoddard²⁷ advance a theory which resembles that of Teudt. They attribute to each molecule of an odoriferous substance a certain characteristic vibration caused by the atomic vibrations in the molecule. They consider that odor is the response of the olfactory nerves to these intermolecular vibrations and that vibrations over a certain range of periodicity may produce a certain odor while those of an another range may produce a different odor or none at all.

21. J. C. S., 1917, Aii 163; 1918, Aii315; 1920, Aii 74.
22. J. C. S., 1917, Ai 498.
23. P. & E. O. R., 1920, p. 38.
24. Chem. Zeit., 1913, 3, 138.
25. "Heat as a mode of motion," London, 1865, p. 366.
26. J. C. S., 1919, Ai p. 423.
27. Ungerer's Bulletin., 1922, Jan. p. 7.

(To Be Continued)

Enforcing the Volstead Law

Judge—"What brought you here?"

Prisoner—"Two policemen."

Judge—"Drunk I suppose?"

Prisoner—"Yes, both of them."—*New York Times*.

SENSE OF TASTE AND SMELL COMBINED

One of the most interesting dissertations on the subject of the relation between smell and taste, as well as in relation to other senses, is to be found in a paper published in the 1920 Smithsonian Institute report, which has only just left the printer. N. E. McIndoo, Ph. D., insect physiologist of the Bureau of Entomology, Washington, D. C., is the author of this paper, which is entitled "The Senses of Insects." He reviews the literature on the human special senses and goes into the subject with special reference to insects and incidentally to animals. Dr. McIndoo has dealt with his topic in a fascinating manner, but we have not space to go into more than this brief mention of his work. This is a pertinent extract from the paper:

"The sense of smell is called forth by substances in a gaseous or vaporous condition, although gases dissolved in the liquids of the mouth may give rise to actual tastes. The sense of taste is brought about by substances either in solution when introduced into the mouth or dissolved by the liquids in the mouth. Parker and Stabler, after experimenting on themselves, and Prof. Parker upon other vertebrates, say:

"We therefore abandon the idea that taste and smell differ on the basis of the physical condition of the stimulus, a state of solution for taste, a gaseous or vaporous condition for smell, and maintain that both senses are stimulated by solutions, though in smell, at least for air-inhabiting vertebrates, the solvent is of a very special kind. In air inhabiting vertebrates the olfactory solvent is a slimy fluid of organic origin and not easily imitated."

The writer maintains that the senses of smell and taste in vertebrates cannot be separated sharply and cannot be divided at all in honey bees, for which he gives reasons.

Utilizing Perspiration in Perfumery

A Berlin correspondent is quoted as follows in the *London Perfumery and Essential Oil Record*: "Up to now the policy was to cover slight ugly scents by stronger odors of lasting character. But it has been experienced that perfumes change their primary character through the perspiration of the skin. The new method is to utilize the perspiration itself for procreating scents, converting it into charming odors. For this aim a perfume has been produced, of a rather indifferent character, smelling similar to eau de cologne in the bottle and changing on the skin into an individual perfume, dependent on the perspiration of the individual. Ugly scents like sweat and tobacco-smell thus are converted into a distinctive charming perfume. This invention comes from Germany, and will be introduced into the United Kingdom by some of the leading wholesale merchants."

Formula for Smelling Salts

The following formula for smelling salts is recommended by F. Goldby, who publishes it in the *Pharmaceutical Journal*: Ammonium Carbonate, technical, 0.5 lb.; Ammonia Water, conc. (Sp. G. 0.880), 1 fl. oz.; Oil Bergamot, 30 minims; Oil Cloves, 30 minims; Essence Musk, 30 minims; Oil Geranium, 10 minims.

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BENEFITS IN COOPERATIVE COMPETITION

Rivalry Between Natural and Synthetic Perfume Materials Advantageous to Both and to Entire Industry.

By W. G. UNGERER, Ungerer & Co., New York

Superficially it would appear that there is bitter and unrelenting warfare between the producers of floral derivatives and extractives and the newer industry of artificial perfume materials, most of which indeed are derived directly or indirectly from essential oils and other natural sources. Also the casual observer might gather the impression that the older industry is maintaining a game but losing fight against its young and vigorous opponent.

As a matter of fact nothing could be further from the truth. A few decades ago when the importance of the developments in the chemical industry, both actual and potential, began to be appreciated there was a tendency on the part of many to suppose that the new synthetic products would largely replace the natural floral essences which had enjoyed a practical monopoly up to that time. Even the flower growers and producers were apprehensive regarding the future.

One more clear sighted than the rest predicted the opposite. Dr. Eugene Charabot, even then among the most eminent of perfume chemists, placed himself on record twenty years ago with a prophecy that the floral industry would benefit by the rapid development of its apparent competitor.

Since then this prophecy has been abundantly fulfilled. Far from damaging each other by destructive competition the two industries have been mutually helpful and have progressed side by side, though rivals in appearance.

The reasons for this are not far to seek. First of all, it is necessary to consider that as a single note cannot constitute a musical harmony neither can a single chemical entity be a perfume. A perfume is always a blend of many individual chemical constituents. For instance, the perfume of the rose is the resultant of the odorant emanations of a considerable number of these individual substances, admirably assembled. Chemistry will never be able to duplicate the natural perfume materials since these, with a few rare exceptions, are not individual entities but highly complex mixtures. On the contrary, it tends to create substances having odors previously unknown which add new notes to the gamut at the disposal of the perfumer.

This industry, then, is susceptible of supplying the perfumer with the element of originality permitting him to give character to his compositions, the natural materials supplying the indispensable elements of finesse and suavity which render his creation seductive.

Not only this, but the extraordinary commercial development which the industry of perfumes and cosmetics has enjoyed in recent years would never have been possible had not the employment of the synthetic materials permitted the preparation of finished perfumes on an enormous scale and at moderate prices. Had the industry been dependent solely upon natural floral essences not only would the amount available have been woefully insufficient, but the prices would have gone to such undreamed of heights that the business would have been stifled beneath the weight of its own costs.

On the other hand, it is none the less true that perfumes based solely on artificial constituents, however cleverly blended, could never have attained wide popularity. At best they must ever lack the suavity of character and seductive-

ness which are imparted only by the free employment of natural flower essences.

It is evident then that the two diverse industries have co-operated consciously or unconsciously to their mutual advantage. If any suppose that the use of natural floral extractives has declined in consequence it is only necessary to cite the figures showing the flower production of southern France today as compared with ten or fifteen years ago. As compared with the years before the war the yield of roses has risen 1,800,000 lbs., of orange flower 700,000 lbs., of jasmin 1,300,000 lbs., while in the case of many of the less important flowers the production has more than doubled.

It is an apparent paradox that the greatest danger to the industry of synthetic perfume materials lies in the too extensive use of its products. When the perfumer yields to the lure of cheapness and cuts down the proportion of naturals in his composition or even eliminates them entirely, the result in the long run will not be favorable to himself, to the perfume industry as a whole or even to the makers of synthetic materials.

Perfumes and cosmetics have been used in greater volume during the last few years than ever before and the maximum has not yet been reached. Indeed, there is no fixed maximum but only a limit which ever recedes as it is approached. Yet more than ever before this powerful industry is based upon quality, upon the use of the finest materials to produce the best possible products. Unfortunately, this policy is not universal, nor will it ever be, but the greatest and most enduring successes have been achieved by those who adhere most closely to it.

Process of Manufacture of Synthetic Perfumes

A. LEWINSOHN. *Riv. ital. ess. profum.* 4, 102-4 (1922); *Chimie et industrie* 9, 553 (1923).—The solubility of phenylethyl alcohol (I) in water renders its use difficult in the extraction of oil of roses, and it must be recovered with Et_2O . Its synthesis, which is theoretically simple, offers certain difficulties in practice. Lewinsohn first indicates the preparation of benzyl cyanide, of phenylacetic acid, and of ethyl phenylacetate, which is the starting point in the preparation of I. To 3.020 kg. of ethyl phenylacetate, 0.200 kg. of metallic Ca shavings, and 18.6 kg. of absolute alcohol in a large Fe vessel equipped with a Cu cooling worm, add 3.5 kg. of metallic Na in 5 or 6 portions, promptly closing the vessel after each addition, so that reduction is complete in about 20 minutes. The mass is immediately treated with dilute alcohol to destroy excess Na, and then with H_2O . The bulk of the alcohol is recovered by distillation. The aqueous residue contains NaOH and I, which is removed by repeated extraction with Et_2O , which on evaporation gives I, b_p 218-219° in 65% yield. There remain some ethyl and Na phenylacetates.

Note On the Use of Cypress Oil

W. A. POUCHER. *Pharm. J.* 110, 181-2 (1923); cf. C. A. 17, 1302.—The use of this oil as a "fixator" for perfumes is suggested, as its odor after partial evaporation resembles that of ambergris. A type example is given.

Salicylic Aldehyde in Perfumery

ADELAIDE LABO. *Riv. It. essenze profumi* 4, 27-8; *Chem. Zentr.* 1922, IV, 443.—Data are given for the preparation of salicylic aldehyde, its conversion into coumarin and the use of the latter in perfumery.

BRITISH PERFUMERY FIELD SURVEYED ON CHANCES FOR AMERICAN TOILETRY MANUFACTURERS

London Leaders in Trade Point Out Hindrances in Tariff and Mail Conditions—France Greatest Competitor in English Market, But United States Could Be Second—German Goods in Small Demand

The possibilities of Great Britain as a market for American perfumery and toilet articles have been studied for THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW by a London correspondent, who has visited various leaders in the English trade and obtained their viewpoint. The outlook seems more hopeful than some of our manufacturers have been led to believe, judging from the expressions of the men in control of prominent wholesale distributing houses. The situation with some suggestions included, is shown in the free discussion of the subject by well known authorities, the interviews quoted being representative of the consensus.

W. C. Stewart, managing director of May, Roberts & Co., Ltd., of 713 Clerkenwell road, London, E. C., said:

"We find that owing to the high prices of perfumes since the war, there is not so great a demand as formerly for first class perfumes, although latterly we have noticed a much increased trade and a very decided improvement in the requirements of our customers in nearly all parts of the world. The people are only just commencing to realize that to get good stuff they must pay increased prices. Of course that is chiefly accounted for in this country by the excessive price of spirit and so long as the duty remains as it does, so long will perfumery prices for the higher grades of goods continue high.

Some Obstacles to Be Overcome

"We find that France is easily the greatest competitor in the English perfume market, while the United States could easily be second if certain little difficulties were swept away. I am referring to the terrifically high tariff which she imposes on our goods entering America. Naturally as traders we look for a certain amount of reciprocity, where we buy there we expect to sell. The effect of this barrier against us has been to drive many British firms to other markets and thus American business is not nearly what it might be. However the business is still considerable in certain lines which have caught on. For instance we have a heavy call for American tooth pastes, shaving creams, talcum powders, bath salts and hair washes, while there is a moderate but regular sale for perfume sprays and perfumes put up in smaller bottles than used to be the case. The small sizes are selling fairly well but the larger ones are by no means easily disposed of.

"There is, however, another factor which greatly militates against extended trade with America and that is the length of time it takes the mails now; lately it has frequently taken two and three days longer for the mails to come from the United States than it used to do. This alone is very prejudicial to increased business, especially when such a strong competitor as France is virtually at our door. In order to develop the business America should really put as few obstacles in the way as possible, by what she is doing now she is handicapping herself very heavily as far as British trade goes.

"As regards German competition there is really very little demand, through us at any rate, for German goods. There is a certain amount of eau de cologne made in Cologne coming in which finds a fairly ready market, but apart from

that the trade at present is negligible. The German manufacturer has, however, been trying very hard to place synthetic perfumes on the market here, but there is an exceedingly limited sale for them. Although we do a large export trade with all parts of the world our business with Germany since the war has come to an entire standstill. The question of reciprocity creeps in here again although of course the vagaries of the mark make any business practically an impossibility. In our trade abroad we find America undoubtedly our greatest competitor in China and South Africa. Our imports of essential oils are very considerable and we make a few purchases in the United States, but for the reasons previously given this business is by no means as large as it could be made. We have been increasing our turnover largely by means of making considerable use of the trade journals for advertising our goods.

"We also use some of the daily papers and make a special point of always following up these advertisements by sending out a few samples of the advertised lines."

The Chemists' Supply Association, Ltd., of 6 Bloomsbury street, does a considerable business with retail druggists and also conducts an extensive import and export trade. The managing director, Mr. V. Coffman, said:

"The perfumery trade in England is fast getting back to its pre-war state and as we are supplying a great deal more of practically all lines to our retail customers, it is certain they are disposing of it. Personally speaking we are considerably interested in American perfumes and chemists' goods and import a number of lines in somewhat small quantities, but I am decidedly of the opinion that this trade might be considerably increased by united action on the part of American manufacturers. By this I mean the formation of an association of manufacturers and the establishment of one central distributing house in London instead of each manufacturer running his agency separately. The volume of business done as a rule makes this a very costly way of trading and the price has to be such as will cover all expenses and is therefore pretty substantial by the time the goods reach the ultimate consumer. By working a number of agencies under one management prices all round would be reduced and naturally more trade would be done. It would by no means be necessary for any competition in any one line since the agent would only handle one line of perfumes, one of dentifrices, one of shaving soaps and so on.

One Way to Save Large Overhead Costs

"By manufacturers pooling the expenses in this way large overhead costs would naturally be avoided and the same selling organization would easily be able to handle all the lines dealt in. We are shipping to our customers all over the country a considerable quantity of American medical specialties for which there is a steady demand, but, on the other hand we did get some synthetic perfume which failed to give satisfaction and in several cases chemists informed us that it was only suitable for cheap hair washes and that generally speaking it is inferior to that supplied by European countries. Undoubtedly France is sending in the best of all synthetic perfumes but the Italian Riviera is now fairly firmly established in this particular line and what is coming from there is really good and the Italians are making strenu-

ous efforts to increase their trade which, with their depreciated exchange is rendered fairly easy.

"In our foreign business which is world wide we find that we are up against the most severe competition with American goods in the Canadian and Australian markets, but can trace very little competition in India so far. I would like to pay a tribute to the excellence of American packing. We invariably find the goods arrive in excellent condition and claims of any sort are almost unknown. There is, however, one thing I should like to take exception to and that is the delay to which we have lately been subjected by the new mail system. Letters except in rare instances take from two to three days longer in transit than used to be the case and this naturally has a prejudicial effect upon business. The British people seem to have been very favorably impressed with American mouth washes and shaving preparations judging by the continual orders we keep receiving.

"As regards trade with Germany, we are shipping nothing there at all at the present time, but are inundated with German travellers who offer everything, but when it comes

to delivery the firms are found wanting, contracts are repudiated or are not forthcoming anywhere near the specified time, the result being that we are not handling any German perfumes or pharmaceutical goods at all. The best selling line that Germany is offering now is in artistic perfume bottles and porcelain cream containers which are being used in considerable quantities. We do a limited trade in American bath salts but the freight is too high to permit of much extension, but this product can compete with the Italian goods since the freight from that country is taxed as well as the goods. France is our best customer, with Italy a good second and naturally we endeavor to buy as much as possible from those countries. However, our turnover with the United States is quite considerable and would be materially increased if only America would make it a little easier to trade. The high tariff is much against our goods and this particularly affects perfumes from this country, but we do a fair business with high class lavender water of the old English type and also in some of our really high class creams for the toilet table."

HONGKONG GOOD MARKET FOR TOILETRIES AND SOAPS

American toilet articles continue to have the preference in the Hongkong market, says Consul Leroy Webber, at that post, in a report to the Bureau of Foreign and Domestic Commerce. This is especially true in regard to face creams, toilet waters, rouge, and face and talcum powders. In the case of soap and perfumery, manufacturers of the United States should give special attention to Hongkong. The possibilities of increasing their sales are excellent. Local dealers are of the opinion that after the present abnormal conditions in South China change to a more settled state of affairs, business will increase considerably and those firms whose products already are established in this market will enjoy the bulk of the trade.

Toilet Articles and Perfumery Imported

Imports of toilet articles and perfumery in 1922 amounted to \$309,180, as compared with \$401,963 in 1921 and \$280,934 in 1920. Practically all of the cosmetics, perfumes, toilet waters, etc., are intended for local consumption. The following table shows the countries of origin for these commodities:

Imports of toilet articles and perfumery into Hongkong.

Countries of origin	1920	1921	1922
United States.....	\$140,962	\$112,527	\$141,451
France.....	43,840	36,873	66,688
United Kingdom.....	41,573	63,292	35,501
Japan.....	115	26,041	30,216
Germany.....		2,980	7,391
Netherlands.....	633	136,473	

¹ Presumed to be goods of German origin

Terms and Sales Methods

Soaps and toilet preparations are purchased or handled by local importers and dealers on a commission basis. Shipments are made by direct steamer, the usual packing methods being employed. Prices are stipulated on a basis of c. i. f. Hongkong, payments generally being "cash against documents," unless otherwise arranged. Hongkong being a free port, no duty is charged.

Goods should be advertised extensively through the medium of free samples and assistance to the local dealers. Practically the same conditions obtain here as in the United States in the matter of introducing new lines. There are two methods followed in selling this class of goods in the local market, both of which have proved successful. The most favored is that of appointing a local importer and dealer as agent, with exclusive sales rights, the goods being handled

on a liberal commission basis. The other is that of selling direct. In both cases the importer or purchaser expects liberal assistance in the matter of advertising.

Decreased Sales of American Soap

The sale of American fancy and toilet soaps has declined during 1922. Common soap imports also showed a considerable decrease during 1922, as compared with the previous years. The following returns are available for imports of soap into Hongkong during 1920, 1921 and 1922:

Imports of soap into Hongkong.

Countries of origin.	1920	1921	1922
FANCY AND TOILET SOAP.			
France.....	\$50,628	\$13,050	\$67,758
United Kingdom.....	66,258	37,201	31,048
Japan.....	23,529	18,855	24,534
North China.....	13,286	30,604	24,534
United States.....	143,245	40,281	11,515
Germany.....		459	9,630
All others.....	7,327	5,085	10,477
Total.....	304,282	145,515	179,493
COMMON SOAP.			
North China.....	224,203	173,412	89,810
Australia.....	71,904	15,188	77,587
United Kingdom.....	205,085	35,793	28,381
Japan.....	371,730	34,900	17,791
United States.....	42,281	3,613	6,147
All others.....	55,070	6,489	2,274
Total.....	1,070,271	269,464	230,195

The decline in the sale of American toilet and fancy soaps is attributed to the entrance into the market of French, German and Japanese soaps of high and medium qualities. These were offered for sale at prices considerably below those of the American soaps. Both fancy and common soaps are largely imported for use in the South China and Indo-China markets.

Asiatic Markets for Disinfectants

At present there is a fair demand for disinfectants in Hongkong, but the market fluctuates considerably, according to sanitary and health conditions both in Hongkong and in South China, according to Consul Leroy Webber, Hongkong, and Consul R. P. Tinney, Canton. Sanitary conditions in Hongkong are improving every year, with the result that the local demand for disinfectants is decreasing.

The kind in most demand is a cresol disinfectant, ranging in strength from 5 to 15 per cent, which can be sold to the Chinese dealers at approximately \$1 a gallon. At present there is one large Hongkong firm purchasing this disinfectant in Shanghai for about \$0.85 a gallon. After paying freight and shipping charges, the Chinese dealers place the product on the market under their own brands, or "chop," at about \$1.05 a gallon.

DEMONSTRATIONS: HOW TO CONDUCT THEM, AND HOW TO SECURE THE MOST PERMANENT BENEFITS

TENTH OF A SERIES OF ARTICLES WRITTEN FOR THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

By LEROY FAIRMAN, MERCHANDISING ADVERTISING EXPERT, NEW YORK

The demonstration is a form of advertising which is sometimes used alone, and sometimes in combination with newspaper and other publicity methods. Used alone it is slow, but, if rightly handled, productive of excellent results. When backed up by other and more general forms of advertising it often shows results far out of proportion to its cost.

The theory of the demonstration is that by its use the possible customer is convinced of the usefulness and desirability of the goods without being obliged to make a purchase. If you advertise your product in the newspapers, the consumer must buy it, take it, or have it sent home, and try it at his or her own expense. By demonstration you eliminate the expense and the bother of this process, give the customer a chance to try the goods under favorable circumstances, and have an opportunity to give a selling talk which will help to make a permanent customer of everybody whom your demonstration attracts.

In this connection it should be pointed out that a demonstration is not an exhibition merely; neither is a selling talk necessarily a demonstration. You cannot demonstrate a plow, in the true sense of the term, unless you put it into the soil and turn a furrow with it. You cannot demonstrate a perfume unless you give the prospective customer a chance to smell it; you cannot actually demonstrate a face powder at all—unless the demonstrator applies it to her own nose or that of the customer.

Proving Desirability Right on the Spot

It therefore follows that the demonstration is most successful and profitable when it is possible to *prove*, on the spot, the superiority or desirability of the product by the evidence of the prospective customer's own senses—food products by the taste, perfumes by the scent, a musical instrument by the sense of hearing.

In addition to this evidence of the senses, it is essential that the customer be told that the sensations he is about to experience are exceedingly pleasant—and that is salesmanship. If you hand an opened bottle to the average woman and tell her that its content is a cheap and vulgar perfume, synthetically produced at a cost of 25 cents a gallon, she will sniff at it contemptuously and assert that 25 cents a barrel would be nearer to its actual value. But if you tell her that it is a fabulously costly essence of Bengalese bulbs, prepared exclusively for the personal use of the Queen of Siam, she will roll her eyes to heaven, clasp her hands ecstatically, and declare that she never smelled anything so exquisitely fascinating in all her life. Which circumstance, even if slightly exaggerated, emphasizes the value of salesmanship in demonstrations.

Flappers Not the Best Demonstrators

It seems to be the settled practice of many manufacturers who use demonstrations to engage the services of the most beautiful flappers the market affords. By what process of reasoning they arrive at the conclusion that this is a wise scheme, I do not know; it certainly shows bad judgment. In the first place, the flapper is not as a rule a good saleswoman; the more beautiful she is the more she is absorbed by the consideration of her own charms, and the less in-

clined to consider anything else in the universe as worthy of serious attention. She may go through the motions of demonstration with what she thinks is entrancing grace; she may languidly answer questions, but her heart is not in her work. There are exceptions, of course; a great many of them. The earnest, conscientious, businesslike flapper is by no means uncommon, but at that she is not a good demonstrator. Women do not care for a lovely salesperson, anyway; they seem, for some strange reason, to resent her attractiveness. And, what is of vital importance, the demonstrator is supposed to speak words of weight and authority, and the flapper doesn't look the part.

A sales talk is not of much use unless it is believed, and if a demonstrator is to be believed she must look as if she knew what she was talking about, and sincerely meant every word of it. For this reason the most successful demonstrators are alert, intelligent persons of from thirty to forty years of age, attractive in appearance, but not strikingly so. They must have all the attributes of the real salesman—a ready smile, quick perception, an agreeable personality, a genuine interest in the job and in the purchasers of the goods demonstrated, and, above all, a thorough knowledge of the goods and their use.

There is always a supply of professional demonstrators open for engagement; many of them have had wide experience and are thoroughly satisfactory. The best demonstrators, however, come from the factory. They have a knowledge of the goods which cannot be imparted to an outsider; they take a deeper interest in the job, and will make a more effective attempt to secure attention and make sales—that is, of course, if they have the proper natural equipment for selling and the correct salesmanship personality.

Having caught your demonstrator and trained him or her in the work to be done, the question of selecting the localities and arranging the itinerary arises. The big city is tempting because of the large number of people who will be brought within the range of the demonstrator's activities, and the larger and more profitable market which will be reached.

Big City Attractive But Has Drawbacks

The big city, however, has its drawbacks. People are more difficult to attract, and have less leisure—or pretend they have—than the dwellers in the smaller towns. There is greater competition for both their attention and their money. And the individual purchaser is less likely to pass along the good news by word of mouth.

Back fence advertising is non-existent in big cities. Women don't even know their neighbors. There are no leisurely afternoon calls. A woman's friends are scattered all over city and suburbs. When they do get together there are a tremendous number of things to talk about. By the time the vitally important items of scandal and gossip are adequately covered, it's time to go home. There is no time for passing along the news that a demonstration of interest is going on at Parker's Drug Store, and that the goods demonstrated are the finest ever.

In the smaller cities and towns, although the crowds are

smaller, attention is easier to get, and word-of-mouth advertising, the most valuable of all publicity media, flows freely and in handsome volume. Most manufacturers who have tried out demonstrating thoroughly agree that the most centrally located store in small cities produces the best results.

It is not difficult to arrange for demonstrations in the stores you select, provided the goods, in characteristics, quality and price, appeal to the merchant as likely to command a permanent and profitable trade in his locality. When this is the case, a demonstration is only an intensive method of selling goods which the merchant is glad to have go out of his store, and the more there are sold the more profit he makes. The demonstration is welcome, provided it makes good. And sometimes, by the way, a demonstration can be utilized to convince a doubtful merchant that he ought to carry the goods. I know of one case where a manufacturer had fought for a year to get his goods into a big New York department store, and finally, in exasperation, proposed to put a salesman behind the counter for a week and give the store the gross receipts. This offer was accepted, and the result was a volume of sales which astonished the skeptical buyer. The goods are now in the store, and lead the line in sales, just as the manufacturer knew they would if they were given a chance.

The best staging for a demonstration is a table, so placed as to meet the eyes of the largest number of passing customers. Counter space is less desirable, for obvious reasons. In most cases, window displays can be arranged for, showing the goods and announcing that they are now being demonstrated. The counter or table should bear conspicuous evidence of the fact that a demonstration is now going on, and the goods and other equipment should be so arranged that the work of the demonstrator will be facilitated as much as possible.

The competent demonstrator will have observed the technic of the street vendor, and learned wisdom therefrom. That individual, while ostensibly addressing himself to the person to whom he is endeavoring to make a sale, is actually talking to all that portion of the population which may come within the sound of his voice. While apparently interested only in making a sale to the victim into whose hands he has forced his combination pocket comb, coin purse and harmonica, he is actually giving a selling talk to everybody on the block. What he wants is a crowd, and he knows that crowd psychology will yield sales if he can get the impulse started.

The demonstrator cannot use the coarse methods of the street man, but she can modify them to her own purposes. She can interest passersby in the demonstration she is making or the sales talk she is giving, while ostensibly concentrating upon one person. And she can hold the little knot of interested humanity until most of them, if not all, have received personal attention.

The activities of the demonstrator fall within the purview of the sales manager, and should be under his constant direction. He should make all the arrangements, see that the necessary equipment is provided, and instruct the demonstrator thoroughly. Whether one demonstrator is used or a whole flock of them routed over an extensive territory, depends upon the nature of the objective in view.

Sometimes that objective is to introduce a new product in a certain predetermined territory; sometimes to introduce a product in a section where it has not hitherto penetrated; sometimes to bolster up sales in a slow section. Whatever the conditions, the permanent effectiveness of the demonstra-

tion is a matter of grave doubt, unless it is followed up by other methods of advertising.

After the demonstrator has packed up and gone her way, what is to carry on the work which she has begun? If demonstration, or demonstration and sampling, is the only advertising method used, what is to keep up the interest in the goods, gain new buyers for them and hold the trade already secured? Nothing but the merit of the product, the "buying habit" of those who have tried it, and word of mouth advertising.

These factors might be sufficient if there were no competition, or if the goods were a monopoly. But most products have competition, and advertised competition at that, and monopolies are scarce indeed. And even if you have the only Essence of Apple Blossoms on the market, and your demonstrator has proved to Mrs. Wilkins that it is necessary to her happiness, here come big newspaper advertisements claiming the same virtues, and more, for Essence of Pear Blossoms and Essence of Peach Blossoms. You are not there to defend yourself, and Mrs. Wilkins wavers, hesitates, tries the competing advertised products—and away goes your customer.

Demonstrations are very valuable aids to selling, but they have their limitations. You can't demonstrate in any one town all the time. You can go back next year and demonstrate again, but meantime the impetus gained by the first demonstration has largely disappeared. It's too much like raising a new hen every time you want eggs.

Notwithstanding, a good many manufacturers who use demonstrators say that newspaper and magazine advertisements are too expensive. They claim that the demonstration starts the ball rolling with the consumer, and also gets the dealer in the habit of handling the goods, so that he will go on pushing them after the demonstrator has gone, and that permanent business thus results. This would be all very well if competitors would keep their hands off the situation. But they won't. They butt in through the advertising columns of the newspapers and magazines, through car cards and window display. Whether you like it or not, this is the age of advertising.

The demonstration does start the ball rolling. It does get the product before a large number of people. It is an excellent way of actually proving the merit of your goods, getting them favorably known to a number of people who are scattered all over the city map, and enlisting the co-operation of the dealer. But its chief value, it seems to me, is as a basis and background for other and less intensive forms of publicity.

If you begin newspaper advertising in a town where your goods are unknown the dealers are apathetic and the public uninterested. It is likely to be slow work at first. But if you have demonstrated the goods just before the advertising starts, there is a nucleus of trade about which to build. Some people know about them, and one good dealer is featuring them. Other dealers will fall in line if they see the goods advertised—they don't want Perkins to have all that business! Your advertising will not only bring new business, but hold in line the customers which the demonstration secured.

Bargains in Perfect Cooks; Can They Use Cosmetics?

(From a Berlin Cablegram to the New York Times)

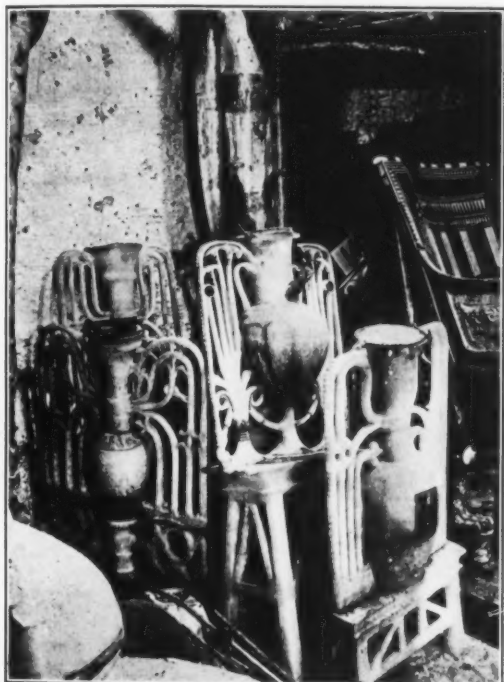
One of the few remaining bargains left for Germans in domestic servants, who can be obtained at prices calculated to arouse the envy of Harlem flat-dwellers. The final wage scale for August, agreed on between Great Berlin's organized housewives and the servants' unions, includes:

A perfect cook, 46 cents per month; plain chambermaid, 43; upper chambermaid, 64; housekeeper, 86; nurse, 43; educated governess, 64; girl under 15 years, 20; 16-year-old girl, 40 cents; day helpers, 5 cents.

ANCIENT PERFUMERY IDEAS AND NEW COSMETIC DRIVE

KING TUT'S INSPIRATION PERSISTS

With the mystery of the actual tomb of the mummy of King Tut-Ankh-Amen still unsolved, pending resumption of work in the excavations of his probable burial place at Luxor, in the Valley of the Kings in Egypt, trade interest in King Tut and other Egyptian specialties seems to be recovering after a temporary lull. The expected flood of applications for trade-marks did not materialize, but there were enough to keep the Patent Office examiners busy and the applications have not ceased to appear; but under the regulations, information on this subject may be obtained only in the official Patent Office reports, which are printed when issued in our regular Patent and Trade-Mark Department. The applications for trade-marks based on the



(Copyright, London Times-New York Times-Lord Carnarvon.)

CLUSTER OF KING TUT'S ALABASTA UNGUENT VASES, of the unique and superb type, with a background of parts of ebony and ivory chairs found in the tomb.

late Lord Carnarvon's discoveries were much larger in number in some other industries than in our clientele, but soap makers, perfume manufacturers and toiletry originators were well in line and the result was shown in many exhibits in the First International Perfumery, Toilet Articles and Soap Exposition, held last April in New York, supplementary to the annual convention of the American Manufacturers of Toilet Articles, formerly and more widely known as the Manufacturing Perfumers' Association.

Our industries have gone ahead in adopting and adapting the ideas of the Pharaohs and their times and subjects in enterprising yet conservative style, for they have not overdone the temptation to succumb to a craze that in the clothing and some other fields has proved costly to the victims

(Continued on Next Page)

OUR COSMETICIANS BLAZE NEW PATH

The report of the fourth annual convention of the American Society of Cosmeticians, on page 297 of our August issue, enlightened our readers and advertisers in a new direction. Brief notices of previous conventions attracted little attention. But this convention proved that the cosmeticians, as they are now entitled to be called professionally, have built well in forcing not only recognition but constructive reforms and improvements in their chosen field of endeavor. Considered either as a business, or as a profession, the potential possibilities of this association are without much limit. It is notable that besides the 800 delegates from all over the United States there were some from far-off Hawaii, and even from Australia, for the association, despite its title, welcomes exponents of its principles from everywhere on earth. Of the convention little need be repeated, for its purposes were clearly given in our report. But of the effects on the perfumery, toiletry and allied industries much more is to be considered. Every delegate, and many more, are naturally interested in our industries and should become more so. They all are likely to become buyers of raw perfume and cosmetic materials, as well as of the manufactured products. The industry is growing and the cosmeticians are going to help swell the roll of buyers of raw perfume materials.

In the forefront of the American Society of Cosmeticians is Dr. Nellie B. Cooper, of Baton Rouge, La., the president, who was re-elected by unanimous choice of the convention. Dr. Cooper is now nationally prominent as a conservative and consistent advocate of the rational use of all so-called "beauty remedies" and expedients, and stands for the healthful, proper and sane application of the gifts that modern perfumers and cosmetic makers have provided for adding to the beauty of the feminine element of humanity. Nor does that mean that Dr. Cooper ignores the benefits that the masculine part of creation might derive from seeking the good offices of cosmeticians.

Dr. Cooper's career is interesting from many points of view, one of which is that it shows the character of not only the leaders, but of other members of the American Society of Cosmeticians. Dr. Cooper is an Al American. Her great-grandparents came from England and France, through religious persecution. Her grandparents went from Virginia to Alabama, and Dr. Cooper was born in Dallas, Tex., where she was educated in the public schools. Her college experience was both in Iowa Teachers' College, Cedar Falls, Ia., and at Jemmen Medical College, Chicago.

Leaving educational life, Dr. Cooper had charge of credits and collections in a large concern before she became interested in the cosmetics field. She took her first training in the Marinello School in its early days, later taking a course in the New York School of Chiropody, graduating in 1914 with third honors and giving the "Salutation" at the Palm Garden exercises. She also took a special course at Pattle Creek on corrective gymnastics, dietetics, massage, hydro-electro-thermo and helio-therapy.

After teaching in the Marinello School (1915 to 1919), Dr. Cooper opened a shop in Baton Rouge, due to her succession to property that had been in her family over a hundred years and was originally a Spanish King's land grant, which has had only four transfers since it was issued.

Dr. Cooper has impressed the ideals of her profession upon a wide area of the nation. Her efforts have been successful toward making the American Society of Cos-



DR. NELLIE B. COOPER

meticians a forceful and purposeful entity and the membership has doubled under her administration. She has written numerous articles relative to the chief features of her life up-lift policies and has lectured in public schools and universities.

The new administration of Dr. Cooper cannot fail to be beneficial both to the society and to our industries.

COSMETICS REIGN AT ATLANTIC CITY'S SHOW OF BATHING BEAUTIES

The Atlantic City Bathing Beauties Show this year was even more gorgeous than in 1922, when Hudson Maxim as *King Neptune* issued an edict against cosmetics and perfumes, because he liked the odor of (war) powder better, but it afforded a flood of paradoxes.

First: As to beauties: Penryhn Stanlaws, the noted artist, chairman of the judges in the contest, after viewing seventy-four beauties (count them), remarked: "In this contest I have not seen one girl who is a real representative of the true American girl. There must be found some way to persuade the real American girl to enter a contest of this kind, if the beauties of young American womanhood are to be found."

Second: Miss America of 1922 was reelected by a close margin. A year ago she disclaimed cosmetics vigorously. Now she is going to "study" to be an actress. No woman can face the footlights, however her complexion may be, without gracious and artistic aid of lots of cosmetics.

Third: Some of the bathing girl beauties turned out to be married women, much to the chagrin of the fans.

Fourth: There was not a discordant note about toiletries. Yes, everybody wore 'em and happily, too.

KING TUT'S INSPIRATION PERSISTS

(Continued from Preceding Page)

and filled the courts with Tut-Ankh-Amen litigation, some suits involving as much as \$250,000, all of which may furnish amusement to the spirit (if he has one) of the youth who was Egypt's ruler 3,500 years ago. The renewed interest is shown in inquiries we have had for pictures of the alabaster perfume vases that Howard Carter carried out of the probable burial place of Tut-Ankh-Amen. The qualification is advisable, for while there is little doubt that the rocky storehouse of antiquities was built for his tomb, his mummy is still unbound and may be resting elsewhere. Through the courtesy of the London *Times* and New York *Times* service we are able to let them see herewith the original photograph of the perfume vases taken from the tomb.

The vases were intricately carved and filled with perfumed oil, and the assembled tourists were allowed a moment's inhalation of the precious odor. Although more than thirty centuries have passed since the perfumes were placed in the tomb, the scent still remained fresh and fragrant. No attempt has been made to identify the perfumes, as far as is known.

Of course we all know that rouge, lipsticks and eyebrow pencils were in vogue in Egypt at the time of King Tut-Ankh-Amen, but Miss Helen Fernald, chief docent, or instructor, at the University of Pennsylvania, has delved interestingly into the subject. She says:

"The use of cosmetics was common in the earliest Egyptian periods of which we have record. In the early pyramid age the women 'made up' by painting their faces green, which was supposed to be the most desirable color for the complexion. They probably used ground malachite for the purpose. Just how the styles of 'make-up' changed from dynasty to dynasty would furnish abundant material for research. Many of the implements used have been found and some are in our museum.

"By the time of Pharaoh Tut-Ankh-Amen the women probably 'made up' very much the same way as 'flappers' do today. For eyebrow pencils they used specially shaped coals. There is every evidence that they discovered rouge and face lotions about the same time. By Tut-Ankh-Amen's

day apparently it was thought no longer the thing to have a brilliant green skin. At this age the women wore their hair short, probably cut as close as men wear theirs today. Later on the fashion of elaborate wigs came in vogue for both men and women."

VIEWS OF BIG STORES DIFFER IN DEMONSTRATORS' SURVEY

(Report of Research Department of Condé Nast Publications, Inc., on a Canvass of the Situation.)

At the suggestion of some of our clients, a questionnaire was sent to a number of department stores, geographically well distributed over the United States to ascertain their attitude on Demonstrators and PM's in toilet goods departments. The results are in and tabulated.

We are not publishing the names of the stores. The list includes stores in many important cities of the United States. We wanted the executives to express themselves fully without feeling they would be annoyed by a deluge of correspondence because they had done so with reference to a policy that was vital to the store. By PM's, I mean the practice followed by some manufacturers of paying certain buyers and clerks a bonus above salary paid by store to push their merchandise at the expense of other lines.

Reports were received from 41 stores. Three did not answer questions sufficiently to warrant including replies in results.

I. Thirty-two, or 84 per cent of the stores state that they could profitably handle more toilet goods business. There are apparently undeveloped resources for selling more toilet preparations in department stores with their present space and force.

Less than half of those reporting believe department stores are getting their just share of this business. It would appear that the drug stores and specialty shops, in their judgment, are getting a larger portion of the business than normally entitled to.

II. Three out of four of the stores answering have demonstrators (74 per cent) ranging from 1 to 25.

Many of them use them for the introduction of new goods and find it advisable for short periods only. They bring quick returns, decrease expenses, but as a rule do not help to sell other merchandise. Demonstrators must be of the right kind or they disrupt business. Many stores believe in blind demonstrators only. Customers must be protected against forced purchases they do not want. There is little difficulty, stores say, with demonstrators representing old established advertised lines.

One large concern finds it has doubled its business in toilet preparations since eliminating demonstrators.

However, less than half of the stores (47 per cent) reporting say the demonstrator is entirely satisfactory to them and 63 per cent of them would prefer to handle their own salespeople rather than have representatives of manufacturers do their selling for them.

III. Four out of five stores reporting say unqualifiedly that PM's are harmful to their business. Stores generally find buyers and clerks are influenced to buy and push lines with big returns to themselves personally regardless of future sales or reputation of department or stores; customers' wants are not given careful consideration.

A majority believe clerks should be paid enough by store to enlist loyal support without outside incentive or inducements.

One store approves PM's only on lines that can double its business. All right if very carefully watched, says another. Another finds it wise to use them only to sell slow moving goods, or to show new goods with big profit.

No store in the list comes out and endorses the practice without some reservations.

It would seem that this practice is subject to dangers that make the plan questionable.

IV. Sixty-eight per cent of the stores prefer that the money now used for demonstrators and PM's be used for national magazine and local newspaper advertising.

Ten per cent advocate large discounts to stores; 10 per cent more samples for free distribution and 10 per cent larger salaries to salespeople. Only one thinks there is nothing further to be accomplished.

NATIONAL HAIRDRESSERS ADOPT NEW COIFFURES

Importance of Hair Preparations Emphasized—Five American Styles Approved—Association Made Up of Delegates from 32 Subsidiary Bodies Acts to Protect and Dignify Profession

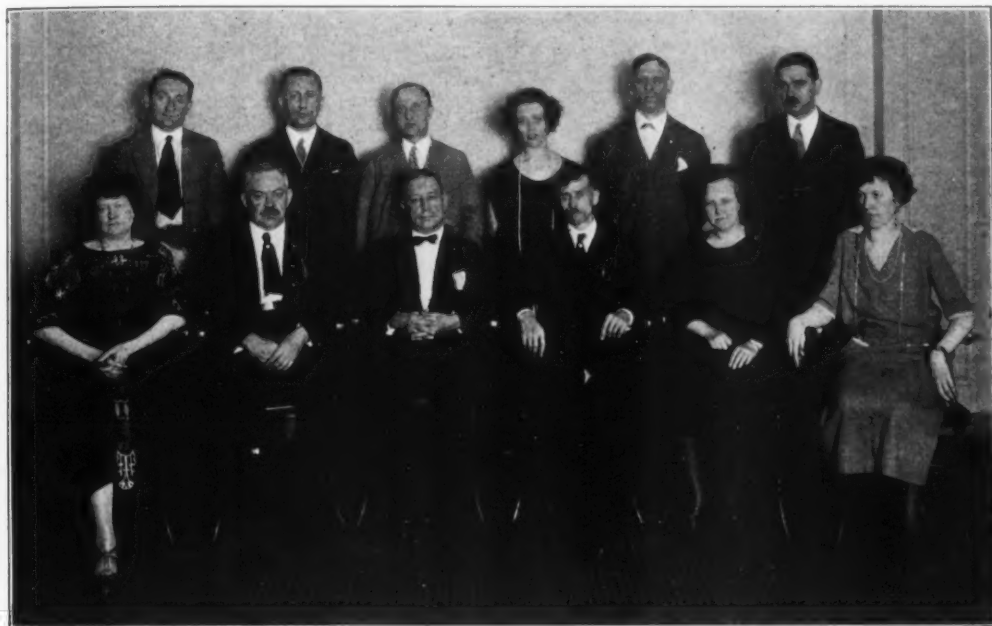


Photo by courtesy of The American Hairdresser

TOP ROW (Left to Right): HARRY M. SPIRO, treasurer; WILLIAM C. HOFFMAN, trustee; ROBERT BISHINGER, trustee; MADAM LOUISE, trustee; ANTHONY BACH, trustee; M. CAMPANA, historian. BOTTOM ROW: MINERVA RUSS, vice-president; C. M. KOZLAY, past president; WILLIAM C. SNYDER, president; C. W. GODEFROY, vice-president; MISS THEO BENDER, secretary; MISS ESTHER J. JOHNSON, financial secretary.

The growing importance of the profession of hairdressing and the increasing numbers being attracted to it was strikingly shown at the third annual convention of the National Hairdressers Association, Inc., at the Pennsylvania Hotel, New York City, September 10-13.

The convention also gave indications of the next pronounced trend in the development of toilet preparations. Unmistakably the hair—women's crowning glory—bids fair to be the subject of greater study and attention in America than ever before. This implies, if anything, the development of many new hair preparations to suit the growing number of needs which are sure to appear.

Among the definite results of the convention was the adoption of a uniform bill for the regulation of hairdressing and beauty shops. It was prepared by the counsel of the association, and will be submitted to the various subsidiary associations for their approval, after which it will be submitted to the various State legislatures.

The National Hairdressers' Association is composed of delegates sent from numerous subsidiary associations in all parts of the country, there being one representative for each fifty members of the subsidiary bodies.

The convention opened September 10. Badges were presented by Mrs. G. Fitzgerald. Then Francis Bent, on behalf of Mayor Hylan and Harry M. Spiro, president of the New York Association, welcomed the delegates. The president, Charles M. Kozlay, in his annual address, stressed the importance of the adoption of a style show, exhibition and competition under the auspices of the national association. Styles of coiffures for American women were estab-

lished at St. Louis last year. This year five national American styles of coiffures, created by American artists, were developed. He also advocated the adoption of a national code of ethics, which had been drawn up by the executive board and submitted to the subsidiary associations. The code was adopted by unanimous vote.

A discussion was held on the necessity for the standardization of names for various goods used in hair dressing or beauty shop practice. Thus, when "first class quality hair" or "second quality hair" is referred to, it should carry with it certain standards. Misleading advertising and misbranding goods also were discussed.

A permanent wave conference resolved itself primarily into the discussion of evils of price cutting and brought out many helpful points. The reading of papers was dispensed with entirely, and those that were prepared will be printed in the annual proceedings.

The following officers were elected:

President, Wm. C. Snyder, Kansas City, Kans.; vice-president, C. W. Godefroy, St. Louis, Mo.; second vice-president, Minerva Russ, San Francisco, Cal.; secretary, Miss Theo. Bender, St. Louis, Mo.; financial secretary, Miss Esther J. Johnson, Chicago, Ill.; historian, M. Campana, Providence, R. I.; treasurer, Harry M. Spiro, New York, N. Y.; trustees—Madame Louise; Wm. C. Hoffman, Seattle, Wash.; A. Bach, Philadelphia, Pa.; Robert Bishinger, Pittsburgh, Pa.

It was voted that the retiring president, Charles M. Kozlay, should be known as past president and be an ex-officio member of the board. Seven new local or subsidiary asso-

ciations were admitted into membership, making a total of 32 associations now in the national body.

The public style show proved to be an interesting feature of the meeting. The show consisted of exhibitions of living models of various hairdressing and transformations. The exhibitors were: Wilfred Academy, New York City; Chicago and Illinois Hairdressers' Association, Chicago; Harry Spiro, New York City; St. Louis Hairdressers' Association, St. Louis; Robert Bishinger, Pittsburgh; National Hairdressers' Association, and Chicago Hairdressers' Academy, Chicago.

The influence of oriental hairdressing on American style was most pronounced. This is particularly true of the influence of China and Japan.

Eight resolutions were adopted giving thanks to retiring officers, to the New York associations, to the counsel, A. M. Davis, who has given his services free ever since the organization of the association, and to Charles M. Kozlay, retiring president, as a testimonial of regard and appreciation for founding the association and guiding it through its infancy. Mr. Kozlay refused to accept a renomination which the associations offered him. A gold watch was presented to him by the New York association; a silver loving cup by the National association, and a framed engraving of Benjamin Franklin by the Executive Board as a token of their esteem. The presentations were made at the annual banquet.

The next meeting is to be held in Atlantic City.

In connection with the convention there was an exhibit of accessories used by the hairdressers and beauty parlors, including numerous toilet preparations in which the following were represented: E. Burnham, Inc., Rubberset Co., Herrmann Permanent Hair Wave Co., Charlotte Gay, Cora M. Davis, E. Clinton & Co., Inc., Gibbs & Co., United Permanent Wave Supply Corp., National School of Cosmetology and DeGuile Laboratories, Inc., David M. Howley, Halliwell Electric Co., Inc., Lewis & Bornstein, Inecto, Inc., R. Ginsberg & Bro., Wildroot Co., Inc., L'Aureole Co., Inc., Shelton Electric Co., R. Odell & Sons Co., Paul M. Kree System of Multiple Electrolysis, Western Hair Goods Co., Fred W. Butler, Distributor, Pasquier Co., Inc., Gotham Corporation, Hairtor Specialty Co., Ella C. Schroder, Distributor, Blue Bird, Inc., Julius Pauly, Inc., Edmond Process, Reichman & Faust, Chisholm Co., National Hair Goods Co., Art-Aseptible Furniture Co., the American Hairdresser, R-No-Mae Co., House of A. Blatt, Inc., Wilfred Academy of Hair and Beauty Culture, Eugene, Ltd., Marinello Co., Charles Strier Co., Inc., Hyman & Oppenheim, Permanent Wave Machine and Supply Corp., William Meyer Co., Jacob Tanenbaum, Godefroy Mfg. Co., B. Clement, Parker Herhex Mfg. Corp., Abraham & Straus, Inc., Paragon Process, E. Fredericks, Inc., Gem-Air Permanent Wave Co., Neos Co., Inc., Humphrey Co., Div. A. Breslauer, Inc., Madame Berthe, Emarco Co., H. Charles Laufe, Stephens, Dr. Emile Shore's School of Beauty Muscle Culture, S. W. Brandus, Produits Nina, H. C. Huson, Youth-Ami Laboratories, Lester W. Geib, Virozol Co.

Isopropyl Alcohol for Cosmetic Purposes

H. Bouttan has made exhaustive researches in order to determine whether isopropyl alcohol can be used to replace ethyl alcohol in cosmetic and hygienic preparations. Although all the tests made on animals, as well as on human beings, have not shown any results more harmful than those caused by using an equal quantity of ethyl alcohol, and while the fatal dose for rabbits was the same in the case of both alcohols, M. Bouttan declares with prudent reserve that the use of isopropyl alcohol for cosmetic and hygienic preparations does not present any drawbacks as long as application is confined to the skin or solely to superficial contact (to a slight extent) with the mucous membranes. The eventual introduction of very small quantities of isopropyl alcohol into the buccal cavity is not attended with any danger.—*Rev. Chim. Ind.*

Nobody's Fault

CUSTOMER—"Ouch! This towel is scalding hot."
BARBER—"Sorry, sir! I couldn't hold it any longer."
—*Palatka (Fla.) News.*

BARBERS' SUPPLY DEALERS

A record attendance is looked for at the annual meeting of the Barbers' Supply Dealers' Association which is to be held at the Pennsylvania Hotel, New York City, October 8, 9, 10 and 11. Plans already completed by the committee arranging the affair include a series of interesting discussions from the floor on various problems confronting the industry, such as the free goods evil and other abuses which have crept into trade practice almost unnoticed.

Among the speakers scheduled to give addresses are Dr. Doran, of the Prohibition Unit, who will of course speak on the functions of his office and answer questions on its work; Emile Snyder, of Memphis, Tenn., who will speak on the "Value of Cooperation" and Roy F. Soule who will speak on "Merchandising." Papers to be read include the following "Suicidal Symptoms in the Barber Supply Business," and "Credit." The matter of the certified barber shop which has been considered carefully by leaders in the trade will come up for special attention and discussion.

A get-together dinner will be held October 8 and the annual dance and banquet October 11.

NATIONAL VANITY FAIR NEXT BIG EVENT

Beautification and daintiness of toilet in the most colorful and alluring, as well as practicable guises, and touching upon all that interests not only the women but also the men, are to be presented at the first annual National Vanity Fair at the Chicago Coliseum this autumn. The exposition, the first of its kind in the great commercial district, of which Chicago is the heart, will open on November 30 and run for nine days.

The cosmetic manufacturers and makers of perfumes and other toilet accessories are giving the exposition strong support, according to the statement made by the National Vanity Fair management. Many nationally recognized mid-western concerns already have reserved exhibit space, it is stated, and exhibitors from the east and far west have made application.

So that every phase of beautification may be emphasized, four big beauty contests have been inaugurated. The girls entered in these events will be judged by experts on every point of physical loveliness that can be credited to use of toilet goods and accessories. It is expected that more than three hundred girls, not only from the Chicago district but from other sections of the country, will appear at the Coliseum. The committee of judges will be composed chiefly of experts who can seize on this opportunity to demonstrate the lessons of the necessity of articles and methods of beautification.

That the exposition will be colorful in other respects is assured by the fact that many exhibitors have availed themselves of the management's invitation to utilize the four hundred feet of style walk and stages for their demonstrators and models. They have planned to have feminine figures that are nationally known through advertising step from their respective exhibits to promenade on the style walk.

Advertising Club Plans an Exposition

For the first time in the history of the country a comprehensive exposition of advertising and all of its allied professions and crafts is to be held in the city of New York. Announcement has just been made by the Advertising Club that an Advertising Exposition under its auspices will take place next November at the Seventy-first Regiment Armory. Committees are now at work carrying out the most extensive plans to cover so broad a subject as it is proposed to show everything in the art of arresting public attention that has existed and now exists from the Stone Age to sky writing. Francis H. Sisson, of the Guaranty Trust Co., is chairman of the executive board.

PERFUMERS EXHIBIT AT CANADIAN NATIONAL EXPOSITION

About 1,500,000 Visitors from All Parts of Canada and the United States Attend Forty-fifth Consecutive Exposition
—A Permanent Enterprise on Gigantic Lines



1. SOAPS-PERFUMES LTD. 2. PALMER'S LTD. 3. V. VIVAUDOU INC. 4. RICHARD HUDNUT LTD. 5. VINOLIA CO.
6. ANDREW JERGENS CO. LTD. 7. JOHN TAYLOR & CO. LTD.

The forty-fifth consecutive Canadian National Exposition came to a close September 8. In the brief space of time between August 25 when it was officially opened—incidentally by Dr. Frederick Grant Banting the discoverer of Insulin—until the closing day over 1,493,000 visitors from all parts of Canada, from the United States and from overseas visited the permanent exposition in the heart of Toronto.

Unlike world's fairs of the past, such as those in London, Chicago, Paris and San Francisco, the Canadian National Exposition is a permanent affair, firmly established and ever expanding. The scope of the exposition is so broad that it covers pretty nearly every commercial and cultural activity in the life of the Canadian commonwealth.

Back in 1879 when the Dominion was only 12 years old, the City of Toronto established the first exposition to take the place of agricultural fairs. With a grant of 40 acres and an appropriation of \$120,000 for buildings the government laid the foundation for the enterprise which has grown

to its present enormous proportions with 80 permanent buildings and 300 temporary structures representing an investment of \$11,000,000. The exposition is virtually a self-contained city with police and fire departments, a bank, a post office, lighting and power companies, express and telephone and telegraph companies of its own. At present it occupies 300 acres and extends for one mile along Lake Ontario. But it has by no means reached the pinnacle of its growth. Already plans are under way for completely rebuilding the entire exposition; and two of the new buildings have already been erected. One is the coliseum, a structure seating 7,600 people and covering 8½ acres under one roof which was erected at a cost of \$1,500,000 and the other is a grand stand seating 16,800.

In keeping with the size of these structures, which seem to epitomize the spirit of Canada, spectacles are held on a gigantic scale. Thus, the Cleopatra spectacle was staged this year and pageant choruses made up of 40 choral and 200 church choirs numbering 1,500 people impressed upon the

visitors as perhaps nothing else could, the dominant spirit of co-operative effort which is so characteristic of our neighbors at the North.

Practically every branch of commercial and social life was exemplified some way or other in the exhibits. Among the features there were these classifications: Science and Warriors, Automotive Industries, Young Canada, Merchants and Manufacturers, Music and Women, Hydro and Press, Floral Festival, Labor, International, Farmers, Transportation, and Review. There also were special days for various activities, including community and sports, on which occasions emphasis was laid on the particular activity scheduled for that time. Days were set apart for judging cattle and animal stock and others were also reserved for the musical competitions. There were dancing contests, there was a baby show, there were whippet races, there was trap shooting and, of course, there were the permanent exhibits by the manufacturers.

Of chief interest to our trades were the displays in the Manufacturers' and Pure Food buildings where the exhibits of perfumers were shown.

Among the typical exhibits were those of Parfumerie L. T. Piver, Armand Giroux, Montreal, selling agent. In its booth the complete line was shown. Over 185,500 perfume cards were distributed, as well as about 11,000 samples of sachet powder in small bags, face powder and perfume. F. S. McDougall, subagent for Ontario, for L. T. Piver, represented the company and welcomed visitors.

Soap-Perfumes, Ltd., Toronto, A. P. Taylor, managing director. A. C. Baillie, secretary, was in charge of the booth, which had ten demonstrators. Many flowers soap and perfume were featured almost exclusively. The company reports that it is shipping its soaps to England and to the United States.

Palmer's Limited, Montreal, H. E. Robins, Ontario representative, Ma Cherie and Sweet Kiss preparations were shown. Robert Minty, managing director, paid a visit to Toronto during the exhibition.

Richard Hudnut, Ltd., Toronto, P. T. Andrews, Canadian salesmanager. Three Flowers, extracts, toilet waters and other preparations were shown.

Pond's Extract Co. Toronto, W. D. Sheldermine, Canadian manager. Cold cream and vanishing cream were shown.

Among the other interesting exhibits were the following: Ralph R. Corson, Ltd., Toronto, H. P. Corman, salesmanager and R. R. Corson, president.

Colgate & Co., Ltd., Montreal, G. H. Sloan, Toronto representative.

ElCaya Co. of Canada, Alymer, Ont., T. Vatcher, general manager.

Erasmie Ltd., Anglo-American Agencies, Ltd., Montreal, M. H. Kelsey representative.

Andrew Jergens Co., Ltd., Perth, Ontario, R. Carr representative. F. Hutchinson, secretary-treasurer.

La Barre & Cie, Montreal, Gordon Burdick, Toronto manager. Ariola preparations were shown.

Lazell, William H. Dunn, Ltd., Montreal, F. M. Taylor, John Taylor & Co., Ltd., Toronto, A. Hatton advertising manager. Sheik perfumes were shown.

United Drug Co., Ltd., Toronto, J. R. Kennedy, representative Jonteel preparations were shown.

Vinolia Co., Ltd., Toronto, William Mackay representative.

V. Vivaudou, Inc., Montreal, George Simpson, manager and Dr. Weigert.

N. W. D. A. and N. A. R. D. to Hold Annual Meetings

National Association of Wholesale Druggists has everything ready for its forty-ninth annual meeting in Cleveland, Ohio, October 8-12. Special trains will carry the members from various parts of the country.

National Association of Retail Druggists is holding its annual meeting in Boston September 24-28. This is its twenty-fifth anniversary. We already have given a list of exhibitors at the accompanying trade show.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

WITH THE UNIVERSITIES

COSMETICS COURSE AT COLUMBIA

The well rounded course of lectures and laboratory work on the composition and manufacture of toilet preparations, cosmetics, perfumes and to a limited extent semi-medical preparations begun in 1920 by Prof. Curt P. Wimmer at the College of Pharmacy, Columbia University, will again be given this year.

As in the past it will be conducted on Tuesday evenings for a period of thirty weeks, divided into two semesters. The first part of the evening, beginning at 8 o'clock and extending until 9 o'clock is taken up with lectures and the balance of the evening is given over to practical laboratory work. The course this year will begin October 2.

Dr. Wimmer has been a close student of the subject of cosmetics and toilet preparations, particularly from a practical point of view and accordingly the course has proved in the past to be of considerable value not only to salesmen and dealers but to manufacturers as well. Anyone interested in taking the course should communicate with the registrar of the College of Pharmacy, 115 West 68th street, New York City, or directly with Prof. Wimmer. The announcement of the course appears on advertising page 112 of this issue.

Philadelphia College of Pharmacy

The *Bulletin of the Philadelphia College of Pharmacy and Science*, just received, gives a full account of the 100th commencement, with names of the graduates, a report of the Alumni Association and information about the drive to raise funds for the new buildings. The amount already pledged, together with other assets of the college, a total of more than \$600,000, would seem to assure the ultimate completion and equipment of the new college buildings. It is announced that the work of construction will begin as soon as the collection of pledges and other matters in connection with construction will permit. Lists are given of the contributors and of the officers of the Alumni Association for the year 1923-24.

Mellon Institute Lectures

A course of thirty lectures by specialists engaged in research at the Mellon Institute will be given on Mondays during the university year 1923-24. Among them are the following: April 21, 1924, "Food Flavors," M. DeGroot; May 12, "Perfumes," E. H. Balz. A. F. Shupp will lecture on "Detergents," the date not yet having been announced.

TOILETRIES AND SOAP IN CANADA

The perfume, toilet preparations and soap industries are now grouped third in Canada's statistics of the production of chemicals and allied products, the latter totaling about \$87,185,102 in 1922, showing a marked advance over the production of the previous year. The manufacture of soaps, washing compounds, and toilet preparations contributed products valued at \$15,570,000. Canada still imports more than \$1,000,000 worth of soaps annually, mostly from the United States, nearly all being under the headings "common laundry soap" and "toilet soap."

On the other hand, the exports of Canadian soap go principally to the United Kingdom. The total value of the export trade is in the neighborhood of \$200,000. The manufacture of washing compounds in Canada is one of the industries in which decided progress has been made. Three new plants were established in 1921. The ease of manufactures and the ready market for these useful preparations probably account for the increased prosperity.

While considerable quantities of perfumes, cosmetics, and toilet preparations are made as minor products of several other industries, the manufacture of these commodities as principal products has been carried on in Canada for a number of years, and the industry has become recognized as one of no mean importance. A number of American firms have established branch companies and factories in Canada.

NINTH ANNUAL CHEMICAL EXPOSITION A SUCCESS

Last of Annual Shows Fairly Well Attended and Good Business Reported Generally by Exhibitors—Hereafter to Be Held Every Two Years—Next One Sept. 28-Oct. 3, 1925

The Ninth Annual Exposition of Chemical Industries was held at Grand Central Palace, New York City, during the week ending September 22.

Approximately 400 exhibitors displayed chemicals in various forms, from the raw materials to finished products; and a significant feature of the exposition was the educational aspect. Thus, complicated devices by which finished products were made, were demonstrated by actual samples taken from successive steps and by graphical formulae. As in the past, there were numerous displays of equipment and machinery used in manufacturing plants.

Three floors were taken up with the exhibits, and while the attendance the early part of the week was probably not up to that of a year ago, it was noticeable that the visitors were serious in their purpose.

It was the last annual exposition of chemical industry—next year the exhibition is to be omitted and in the future it is to be held every other year. Accordingly, the Tenth Annual Exposition will be held September 28-October 3, 1925. The meeting of the Chemical Equipment Association and the banquet of the Salesmen's Association were held September 20.

The booth of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW proved to be the center of interest to visiting perfumers, manufacturers of toilet preparations, soaps, and of allied lines and to the trade generally.

Among the exhibits of interest to our readers were the following:

F. J. Stokes Machinery Co., Philadelphia, Pa.—New filling units, as well as tablet machines in operation were shown. A laboratory vacuum dryer and an automatic tube filling and closing machine attracted considerable attention. Representatives were: Lawrence H. Bailey and C. F. Coleman.

U. S. Industrial Alcohol Co. and U. S. Industrial Chemical Co., New York City.—C. P. 96 per cent alcohol was among the most interesting things shown at this exhibit. Representatives were Dr. M. C. Whitaker, Fred Steffens, B. R. Tunisian, W. R. Atwood and M. M. MacLean.

Alsop Engineering Co., New York City.—A new electric liquid mixer, a Vacu-pump and Vacu-filters, were shown. Representatives were: Samuel Alsop and H. C. Sibley.

Florasynth Laboratories, Inc., Unionport, N. Y.—Synthetic aromatic chemicals, flavor extracts and perfumers' raw materials were shown. Representatives of the company were: L. A. Rosett, C. L. Senior and Alexander Katz.

Proctor & Schwartz, Philadelphia, Pa.—The Feine drying system, equipped with a Proctor dryer in operation, was shown. The representatives were: Arthur Wright, Frank W. Young and C. C. Bryant.

Pfandler Co., Rochester, N. Y.—Glass enameled steel, plain and jacketed kettles, tanks and containers were shown. Representatives were: C. S. Barnes, R. B. Kilmer and I. E. Colvin.

Karl Kiefer Machine Co., Cincinnati, Ohio.—Filling machines, pumps, rinsers, percolating equipment, filters, and corking machines were shown. Representatives were: E. E. Finch, A. J. Sterling, M. C. Finn, Joseph Eckhoff and J. S. Zweibel.

Economic Machinery Co., Worcester, Mass.—The World labeler was shown in several models for handling all shapes and sizes of boxes and bottles used by manufacturers of perfumes, toilet preparations, soaps, flavors and allied lines. Representatives were: Leonard W. Howell and Clarence C. Butler.

Capes-Viscose, Inc., Delavanna, N. J.—Numerous bottles capped with Capes-Viscose, as well as samples of the caps in a moist condition, were shown and the company dis-

tributed reprints of its attractive inserts which are appearing in the PERFUMER. The representative was Mr. Fischer.

Arabol Mfg. Co., New York City.—Various uses to which the numerous adhesives made by this company are put were shown. Representatives were S. Hicks and E. Oldham.

The Orville Simpson Co., Cincinnati, Ohio.—Three rotox sifters were shown in operation illustrating the principle of the sieve mesh clearing system. It was said that these sifters can sift chemicals up to 300 mesh fineness. The representative of the company was Lowe Simpson.

Mathieson Alkali Works, Inc., New York City.—Caustic soda, soda ash, bleaching powder, bicarbonate of soda, benzoate of soda and coumarin were among the products shown. Representatives were: J. W. Boyer, R. J. Quinn, W. D. Marshal, J. P. Peake, B. De Wolf and E. E. Routh.

Blackmer Rotary Pump Co., Petoskey, Mich.—A simple display of this company's pump in cross section showed how it operated. The representative was F. D. Goertz.

Elyria Enameled Products Co., Elyria, Ohio.—Glass enameled, cast iron and welded steel equipment, including kettles, containers, evaporating dishes, mixing tanks, etc., were shown. Representatives were W. E. Gray, Jr., and R. W. Smith.

Edward Ermold Co., New York City.—Single labeling units with automatic discharge and conveyor were shown in operation. Representatives were: W. Eugene Blauvelt, John Wieland, Fred Scholkopf and Miss Helen Armstrong.

Sowers Manufacturing Co., Buffalo, N. Y.—Dopp seamless steam and oil jacketed apparatus, such as kettles, mixers, stills, etc., were shown. Representatives were: R. C. Boggess, S. H. Farkas and D. W. Sowers.

Commercial Solvents Corp., Terre Haute, Ind.—Butanol, Butyric acid and Butyl alcohol were among the interesting products shown. Representatives were: H. E. Hall, A. R. Knight and C. L. Gabriel.

Sharples Specialty Co., Inc., New York City.—Filters made of monel metal for handling acids were shown. Representatives were R. T. Sharples and Homer Cloukey.

Philadelphia Quartz Co., Philadelphia, Pa.—Various forms of silicate of soda was shown. Representatives were: J. G. Vail, W. Stericker, R. C. Brown, W. H. Burton, J. D. Carter and H. M. Fricke.

Mixing Equipment Co., Inc., New York City.—Portable mixers applied to tanks already in the equipment of manufacturers were shown. Mr. Craddock represented the company.

Magnesia Tale Co., Waterbury, Vt.—Talc used for industries generally was exhibited. The representative was Raymond B. Ladoo.

Industrial Chemical Co., New York City.—Decolorizing and deodorizing carbon, precipitated chalk and carbon black in alcohol were shown. Representatives were: J. Wrench, C. A. Dickinson, R. Renouf and M. F. Hughes.

Abbe Engineering Co., New York City.—Pebble mills, mixers and rotary cutters were shown. Representatives were: H. C. Russ, H. F. Kleinfeldt, A. T. Beach, Jr., Robert Foster and Frederick Conrad.

Alcohol Warehouse Corp., New York City.—Alcohol and denaturants were shown. Representatives were: B. A. Goldstein, T. B. Snow and L. S. Sacharoff.

Great Western Manufacturing Co., Leavenworth, Kan.—Combs gyratory sifting and screening machines were displayed by this company. The representative was Charles F. Murphy, eastern distributor for the company.

Sholes, Inc., New York City.—Monel metal specialties including tanks, tank linings, kettles and other equipment needed to withstand acid corrosion were shown. The representatives were C. E. Sholes and S. P. Snelling.

Other exhibitors were: Mathieson & Atkinson, Bachmeier & Co., Joseph Baker Sons and Perkins, Inc., and the Glasco Co.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

AMERICAN CHEMICAL SOCIETY

One of the features of the American Chemical Society's meeting at Milwaukee, September 10-14, was the formal announcement of the \$25,000 annual chemical prize which was originally published in this journal in September, 1922. The gift really is \$500,000 in such shape that it will yield the \$25,000 yearly prize. As before announced it is from the Allied Chemical & Dye Corporation of New York. The committee named to carry forward the conditions of the gift are Edgar F. Smith, provost emeritus of the University of Pennsylvania; Prof. C. F. Chandler, Columbia University; Dr. Ira Remsen, president emeritus of Johns Hopkins University; Dr. F. P. Venable of the University of North Carolina, and Dr. T. W. Richards of Harvard University.

More than \$80,000 in prizes, consisting of money, scholarships and books, will be distributed by the American Chemical Society to students in the high, secondary and higher educational schools of the United States as awards in essay contests on the science of chemistry next year. The amount is made available through Mr. and Mrs. Francis P. Garvan of New York as a memorial to their deceased daughter, Patricia.

One of the features of the convention was the award of the Priestly Medal to Dr. Ira Remsen of Johns Hopkins University for outstanding achievement in chemical science.

Washington, D. C. was announced as the convention city for the spring meeting of the society in 1924, and Ithaca, N. Y., will entertain members of the society during the autumn meeting.

AMERICAN PHARMACEUTICAL ASSOCIATION

The seventy-first annual meeting of the American Pharmaceutical Association at Asheville, N. C., September 3-8, practically marked an epoch, for amendments to its constitution adopted a year ago at Cleveland were approved. More than 500 members attended and a healthy sign was the addition of 1,000 new members in the year.

Under the new regime the old council of the association is replaced by a board of directors, changes are made in the method of election of members and officers and the organization becomes a national delegate body of the state associations and other pharmaceutical societies. This provides closer co-operation between the A.Ph.A. and other national bodies, including the National Association of Retail Druggists.

The sessions of the A.Ph.A. were presided over by Julius A. Koch, Pittsburgh. The incoming president H. V. Army, New York, was installed at the final general session. Charles H. La Wall, of Philadelphia, was succeeded as president of the American Conference of Pharmaceutical Faculties by C. W. Johnson, Seattle. F. E. Mortenson, Colorado, succeeds Edward H. Walsdorf, Louisiana, as president of the National Association of Boards of Pharmacy.

Under the new plan officers to be elected during the ensuing year are nominated by the house of delegates. The following nominations for president were made by the House: John Culley, Ogden, Utah; C. W. Holton, Newark, N. J.; and George Judish, Iowa.

Societe de Chimie Industrielle

The Societe de Chimie Industrielle has invited members of the American Chemical Society to attend the third congress of Industrial Chemistry to be held at Paris October 21 to 26. The American chemists also are invited to contribute papers and to take part in the discussions.

Specialty Men to Meet in Minneapolis

American Specialty Manufacturers' Association meets in Minneapolis September 26-28. A fine program has been prepared. The New York and other eastern members will go to the convention by special limited trains.

CHICAGO ALLIES ENJOY PICNIC

The members of the Perfumery, Soap & Extract Association of Chicago, who, on account of vacations, business or other reasons, did not attend the select gathering at Round Lake, Illinois, for the family picnic, on August 31, missed the event of the year.

All automobiles were comfortably filled for the drive of 55 miles over concrete roads, and as the day was one of those clear, cool, sunny days that Chicago is noted for the ride was very enjoyable even to those in flivvers. The secretary, Walter L. Filmer, provided row boats for those that wished exercise after a very fine chicken dinner.

About 2:00 P. M. a ball game was started and it was some game; just look at the picture of the players and see what a fine bunch they are. After the game and before bathing, thermos bottles of cold spring water were passed around. Although it was a little late in the season the water in the lake was warm and the bathing was very enjoyable. The lake has a very fine sandy beach which



FROM THE LEFT—TOP ROW: ROBERT SWEITZER, COUNTY CLERK; W. L. FILMER, EDGAR J. QUEENY, A. FORTUNE, C. A. SEGUIN, GEORGE WOODS, H. D. CROOKS, F. THOMAS. LOWER ROW: CHAS. SHAPIRO, FRANK MANNING, CLARENCE MORGAN.

extends far out from shore so that those that could not swim were perfectly safe.

About 5:00 P. M. the party broke up and the grind for home started, each taking the road that best suited him.

Now that the summer season is ended the weekly bowling has been resumed, the first session at the Elks Club being held on September 19.

Any members of the trade that are in Chicago on Wednesdays are cordially invited to attend the 12:30 P. M. lunches at the Elks Club, and to bowl on Wednesday evenings at the same Club. The officers wish to assure all visitors of a hearty welcome and an enjoyable time.

New York Allies to Resume Soon

Perfumery, Soap and Allied Industries of New York will hold the first meeting of the season about the middle of October. Unusual entertainment, including a good public speaker, is planned for the occasion. The definite time and place will be decided by the board of governors early in October.

Chemists' Club's Silver Anniversary

New York Chemists' Club is arranging to celebrate its twenty-fifth anniversary in October and a committee is preparing an interesting program of entertainment. Dr. William H. Nicholds, a charter member, will preside.

BABSON DISCUSSES AUTUMN'S TRADE OPPORTUNITIES

Roger W. Babson, the noted statistical expert and authority on trade conditions and business prospects, who is a regular contributor to this journal, in reviewing the commercial field with special reference to Autumn, makes the following observations:

"It is an old saying that 'tis an ill wind that blows no one some good. As a boy of Gloucester when we used to sail boats this was strongly impressed upon me. The wind was not always blowing the way which would help me the most, but then it was helping some one else. In the same way it will still be possible to sell goods and to make profits, provided one shapes his course in accordance with present business conditions. Even the Japanese disaster, while it hurts some lines of business, is increasing the sales of others. Likewise even in periods of depression in the business wave, there are always some lines which are helped rather than hurt. There are always some industries and localities which are able to buy.

Hoist Sail, Put to Sea and Fish

"It is foolish to pretend that the tide is coming in when it is going out. To do so is merely butting one's head against a stone wall and does no one any good. On the other hand, because the tide turns is no reason why we should moor our ship to the wharf and refuse to go fishing. There are just as many fish in the ocean whether the tide is coming in or going out. The important thing is to hoist sail, put out to sea and fish! The one hundred and ten million people in this country must continue to eat during the next twelve months as they have the past twelve months. Clothes, shoes, and other things will wear out just the same. It is true that not so much will be wasted or even spent on luxuries as has been the case during the past year, but more money will be saved. When money is saved, it is 'spent.' The difference is that the banks in which it is deposited spend it for bonds! The money received from these bonds is spent for permanent improvements rather than for things of only temporary value. Hence the next year offers a particular opportunity for those who are manufacturing and selling things of permanent value.

"This is the message which should be preached to every department head and salesman in America:—If some lines of business decline during the next year other lines will increase. If some things are harder to sell next year other things will be easier to sell. Analyze yourself, your lines, and your selling talk. Change what is necessary to fit the new conditions. Always keep in mind, however, that there will be opportunities as there always have been; that there will be more people to shelter, feed and clothe than there ever have been; and that a decline in business does not mean that people do not buy, but rather that they buy different things!

"Most any one could run a business if there were always a shop full of orders, if all collections were prompt, and materials and labor plentiful. The fact that all these conditions are never found at the same time is the test of the real executive or investor. When orders come easy, deliveries are uncertain, materials are scarce, money rates high, and labor recalcitrant. On the other hand, when materials, credit, and labor are plentiful, orders are hard to get, and collections are slow. Both boom times and depressions bring their troubles and both their opportunities.

Public Wants Lower Prices

"Since our letter on 'Meeting Foreign Competition' we have had some very interesting replies, all of which show the importance of this subject. Different lines are affected in varying degrees by imports of foreign goods, but all agree on one point, namely, that there is an unusual demand today for lower prices. Several have found that by eliminating unnecessary frills, either in their goods or the manner of distribution, they have been able to make substantial reductions in prices without lessening the actual utility of the goods. As a result their sales are holding up and even increasing. Still others have got results simply by emphasizing the economy of their goods in their advertising. As to the particular means to be used, each case represents a different problem and must be solved accord-

A LESSON FOR ALL FROM THE DEATH OF WARREN G. HARDING

(Abstract of Roger W. Babson's Reflections)

The bells are tolling. * * * My offices are closed and I am sitting alone * * * Many thoughts come to my mind, but one question continually arises. This is: *Why is it that we must wait until our friends go before we do something for them?* * * * I knew Mr. Harding well enough to appreciate the troubles he was having with some of the men who today are loudest in their praise and most prominent among the mourners. Mr. Harding may have died from something with a long Latin name, but many will tell you that he died with a broken heart.

Mr. Harding was a peace-loving man, one whose aim in life was to make everybody happy, but he truly felt that he had succeeded in making no one happy. He was criticized and abused by both his friends and enemies. Even the day before he was taken ill, great newspapers which are now loudest in their praise of the man and who are today suspending publication in his honor, were two weeks ago printing words of condemnation. * * *

How fickle and shallow we all are. How ready we are to follow the crowd in abuse or praise without reference to the merits of a man and with no regard for his feelings. I cannot refrain from wondering the thoughts which must have come to the minds of Ex-Presidents Taft and Wilson as they stood by the portals of the White House * * *

* * * The truth is that thousands of people are today suffering exactly what Mr. Harding suffered during the past two years, and we are treating them just as this cold world treated Mr. Harding. These men are in all stages of life, but they are to be found in every city and every industry. It applies to the janitor of our building, to the workers in our factory and office, to our employers,—yes, even to men in the highest stations. These people we see every day, pay no attention to them, but rather scold and criticize them. Yet, if they should die tomorrow, we would tell what splendid men they were and bury their caskets in flowers.

This is not written in a critical spirit. We have done in the past few days for Mr. Harding only what we should have done. My point is that we should have done some of these things for him when he was alive and should do these things for others whom we have in our midst today and with whom we are associated in our homes, factories and everyday life.

The great lesson is twofold: 1. We should do more for the living while they are living, and not wait until they are gone before saying kind words, holding meetings of praise and sending flowers galore. 2. We should remember that almost each day some one in our community is losing a husband, a brother or a father, and that these "someones" sorely need our sympathy, help and prayers.

ingly. The important point is that the public wants one thing very badly—that is, lower prices. To those who can meet it, this want represents a real opportunity."

Some Trade Straws on Business Conditions

Both *Dun's Review* and *Bradstreet's State of Trade* report that the coming of Autumn is marked by an improvement in general business, despite certain irregularities and "spottiness" in certain lines of industry.

The number of business failures continues to decrease steadily with every month this year.

Department stores report increases in sales for August of from 15 to 23 per cent.

WHY REGISTER YOUR TRADE MARK?

By HOWARD S. NEIMAN, Patent and Trade Mark Editor of the American Perfumer & Essential Oil Review

There is a great deal of misunderstanding regarding the rights conferred by a United States trade mark registration, and as a result there is a great deal of neglect in the proper protection of these most valuable assets.

A trade mark should be considered as a commercial asset and not merely as a legal protection of rights, although naturally the legality affects the commercial value.

Your trade mark is your commercial photograph. It represents you as definitely as would your portrait. It is the only expressible connecting link between you and your customers. Every time you induce your customer to repeat your trade mark you make an entry in your Sales Account.

Hence the necessity of protecting it commercially and of preventing others from innocently or purposely adopting it.

The number of actually dishonest persons in business is proportionately small and they all soon meet their legal Waterloo.

The deliberately dishonest competitor is not as dangerous as the innocently dishonest one—the one who unconsciously and unknowingly trespasses upon your rights.

If you can protect yourself from the latter, the former can be readily eliminated.

In all industries, and especially in the toilet preparations industry, human imaginations run along parallel paths.

It is natural that a manufacturer should endeavor to adopt a trade name descriptive, or at least suggestive, of his products, and as all toilet products have many common characteristics the resultant trade names of competitors are closely allied in sound and appearance, producing the very confusion in the minds of the purchasers which the owners of the trade marks know should be avoided.

A trade mark is valueless unless it is characteristic.

"John Smith" would have no value as a trade mark, because there are so many John Smiths. Ebenezer Ezekiel Smith" would be better, but still it contains the eternal Smith. These conclusions are reached because of the knowledge we possess that there are innumerable Smiths.

How, then, can you determine whether your proposed trade mark, or one similar to it, has or has not been previously adopted for your class of products?

Unfortunately this cannot be decided positively, but it can be decided with some assurance of probability.

The United States Patent Office trade mark records contain hundreds of thousands of adopted trade marks with detailed information as to the name and address of the adopter, the products upon which he has used the mark and the date upon which the user claims to have first employed the mark.

Here is a source of valuable information for one about to adopt a trade mark, and while naturally it does not contain every mark that has been employed, or is being employed, it does include a very large proportion of such names and emblems.

These records are available to patent attorneys for purposes of examination, and a search will readily disclose your rights as to registered trade marks.

It is evident that the results of such an examination will indicate whether or not your particular trade mark, or one similar to it, has been registered, and such further information as will allow you to determine, by proper investigation,

whether or not it is still being used in commerce or has been abandoned under conditions which will allow you to adopt it.

No sensible merchant seriously considers the adoption of a trade mark until the above facts have been shown.

The registration of a trade mark by another party is therefore of the greatest value to the proposed adopter as it enables him to avoid a conflict with the rights of the registrant and convinces him of the advisability of adopting a new mark distinctive from those previously registered.

This is the value of a trade mark registration to one who proposes adopting a new one, and a moment's consideration will indicate the still greater commercial value of the registration to the registrant.

The fact that you have registered your mark enables an innocent party to refrain from infringing upon your trade mark rights for with a knowledge of your trade mark he will carefully avoid trespassing upon your property and will adopt a name or emblem, as far removed as possible from the one you have previously acquired.

The registration of a trade mark is therefore notice to the world that you have acquired and possess a certain commercial designation for your products, which notice being available to every one acts as a positive deterrent to those who without this knowledge might innocently cause you serious damage and drag you into expensive and irritating litigation necessary for the protection of your rights.

A wise merchant avoids litigation and properly protects his property by such means as will prevent its theft, which would result in considerable expense and trouble incident to its recovery.

An examination of the United States trade mark records shows that all of the larger and more successful merchants have taken advantage of this means of protecting their trade mark property from innocent infringement, and it is fair to assume that at least a part of their success is due to this foresighted act of protection which has allowed them to use their best commercial asset without a curtailment of its value by others.

The cost of a trade mark registration is insignificant compared with the commercial protection it affords and the governmental advertisement of your rights is worth many times the small expenditure incident to obtaining it.

No attempt is here made to enumerate the many legal advantages of United States registration as it is believed that the thoughtful merchant will appreciate the great commercial value of such registration and the importance of taking full advantage of this inexpensive method of surrounding his rights by the protection offered by the United States Government.

Patents and Trade-Marks Average 9,000 Each Month

Receipts of patents and trade-mark applications during the last two years have been the greatest in the history of the United States Patent Office. The applications have averaged 9,000 per month. One year ago the technical divisions of the Patent Office were from ten to fifteen months in arrears in handling these applications. Now not one of the 500 technical examiners in the forty-nine divisions is more than ten months behind in making final reports upon the applications.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

A special meeting of the Executive Committee of the Flavoring Extract Manufacturers Association was held at the Hotel Astor, New York, Friday, September 14, with the president, Gordon M. Day, in the chair. The other committee members present were F. S. Rogers, B. J. Fishburne, R. E. Heckin, F. S. Muchmore, F. L. Beggs, D. T. Gunning, W. W. Laudenslager, and the attorney and executive secretary, T. J. Hickey.

The Jewett & Sherman Co., Milwaukee, Wis., was elected to active membership.

After a discussion of an informal report on the Simplification of Bottle Packages, the secretary was authorized to send out a bulletin on this subject suggesting uniform sizes and asking that they be used. This bulletin will be sent out by October 1. Sizes now commonly in use are $\frac{3}{4}$ oz., 1 oz., $1\frac{1}{2}$ oz., 2, 4, 8, 16 and 32 oz. and 1 gal. It is suggested that one mould for each size be used if possible and to eliminate all different designs, except one or two designs of each size.

A booklet containing the national and state laws; constitution and by-laws of the association, a list of active members, and a list of associate members, together with products which they manufacture or handle will be compiled and printed in loose-leaf form and furnished to all members. This should be a valuable aid and will be welcome in all quarters.

President Day Explains Work of Association

At the recent eighth annual meeting of the National Tea and Coffee Merchants' Association, held in Milwaukee, Gordon M. Day, president of the Flavoring Extract Manufacturers' Association, delivered an interesting address on the work of the F. E. M. A. Among other things he said:

"Co-operation is the keynote of organizations such as yours and ours and let me impress upon you the fact that you will receive benefits from your organization only in proportion to the efforts you extend in the work of carrying on same. It is my opinion, if it were not for trade organizations such as these, to which you and I belong, that many absolutely necessary industries would have been wiped out of business, as many of our Government officials have not seemed to fully understand the necessity of certain lines of industry.

"The Flavoring Extracts Manufacturers Association of the United States have been through this proposition probably more strenuously than any other line of industry in existence today. This is due to prohibition which has come upon us and which has affected our industry, due to the fact that, as you possibly know, it is absolutely necessary for us in complying with the Food Laws in manufacturing our products, to have access to non-beverage alcohol.

"When Congress or a State Legislature convenes, the first bill that is usually offered is a bill pertaining to prohibition and prohibiting the use of alcohol in any products whatsoever. The food laws of this country demand the use of

alcohol in the manufacture of flavoring extracts as a solvent and it is absolutely impossible to manufacture our merchandise without its use.

"Our Association has carried on a successful fight from the start and it is my belief that through the efforts of our organization more directly than through the efforts of any other organization in existence, that we can still sell flavoring extracts for legitimate purposes and there have been no laws adverse to our industry enacted, we having in every instance worked for legitimate legislation as against improper legislation and I believe this is of great benefit to the members of your organization and to your industry as you are large dispensers of flavoring extracts to the household trade.

"We have endeavored at all times to assist in the passage of laws which would be fair to all those interested in the sale of our products. In the past fifteen years our organization has grown from a handful to over four hundred members closely welded together and all of whom are at all times glad to co-operate with each other.

"Recently our Association appointed a cost committee and the report of their findings was such that a bulletin was issued to our members giving them complete data on how to operate a uniform cost accounting system which had been tried out and proven to work absolutely correctly by one of our members in his business before the time that it was presented for the guidance and use of our entire membership.

"The Government officials today take a very different view toward business from that taken by them a number of years ago. This is evidenced by the work being done by the Department of Commerce and guided by Secretary Hoover.

"It may be to your interest and it may help you at some future date, to know of the work that our association is doing in this connection at this time, which is the simplification of containers. Our industry has gradually been paying a higher price for bottle containers for years and this is due to the tremendous number of sizes and styles of bottles which are used, many of which are obsolete and unnecessary.

"The members of our organization feel that if they could reduce the cost of glassware, which is a big item in our industry, that they would be performing a service for the members and for the buying public at large by using uniform sizes and styles of bottles. We have had appointed a committee which is working out this proposition at the present time and we believe we will be able to receive a reduced price from the glass manufacturers and that it will materially assist us in keeping the price of our products within reason to the trade. This cannot be worked out advantageously in every industry, but uniformity and simplification of products and packages is becoming more generally thought of and it may be that your industry could effect a simplification of certain items which would assist your members in securing better prices on their merchandise.

"Our Association, through its Research Committee, is making an exhaustive study relative to the higher quality contained in pure flavors as in preference to compound flavors, and I would like to make a suggestion to you at this time which I believe will benefit your business. Many of you are aiming at just what I am about to say, but there are those who are not working strictly toward a higher plane for your industry and my idea is this, all business is based on service. The best service will eventually win for any individual or concern. When I speak of service I have a specific kind of service in view and the service I speak about this morning is quality service. Many people in your

line of business would not consider selling any coffee, except the very best grade that you could procure on the market. The same condition exists pertaining to tea.

"I believe, however, that there are many of you who do not use this discretion in purchasing your flavoring extracts for your business. You are apt to buy inferior grades of compound where you should endeavor to furnish your trade with high grade goods and I make a plea to you to so arrange your selling plan that in the future you will be able to offer to your customers pure flavoring extracts in preference to compounds, as it is my honest opinion that you could build up a better, higher grade business in this manner than in offering cheaper grades of merchandise."

SODA WATER FLAVORS MANUFACTURERS

Harry Whittle, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in taking care of the interests of the association and its members. The annual convention will be held in Providence, Rhode Island, on October 15.

Vanilla Bean Imports for the Fiscal Year

Figures on the imports of vanilla beans for the fiscal year ending June 30, 1923, are now available. The totals, with comparisons for the two previous years, follow:

Year Ending June 30.	Pounds.	Valuation.
1923	1,281,239	\$2,883,881
1922	1,248,217	2,278,992
1921	986,071	1,750,896

Valuations by months in the last fiscal year follow:

1922, July, \$187,619; August, \$176,432; September, \$203,111; October, \$127,995; November, \$234,912; December, \$148,272. 1923, January, \$259,081; February, \$147,899; March, \$139,351; April, \$273,651; May, \$459,753; June, \$525,805; total, \$2,883,881.

Vanilla Crop Damaged in Mexico

Early estimates of vanilla production in Mexico indicated a crop larger than that of last year. However, because of drought and storms, the expected increase will probably not be realized. With favorable weather for the remainder of the season, the crop of 1923-24 may possibly equal that of 1922-23. The 1922-23 crop was estimated at 175,000 pounds of beans.—*Vice Consul Willys A. Myers, Vera Cruz.*

Spice Exports in June and for Fiscal Year

Exports of spices in June totaled 184,761 pounds and were valued at \$23,671, according to the Department of Commerce. The May figures were 142,288 pounds, \$22,339. Exports for the twelve months ended June 30 were, 1,642,380 pounds, valued at \$200,710, and the value for the year ended June 30, 1922, \$167,011. The larger part of the shipments in June, 1923, went to Canada. Quebec and Ontario received 92,853 pounds, \$10,342, and the Prairie Provinces bought 45,094 pounds, \$3,723.

Olive and Olive Oil Production in Spain

Consul Frank Anderson Henry, Barcelona, Spain, has sent a very interesting and detailed report to the Department of Commerce on the olive and olive oil production in Spain, and the Foodstuffs Division, Department of Commerce, will be glad to place this report at the disposal of interested parties, by reference to No. 101,031.

Italian Olive Oil Affects Spanish Industry

Due to the fact that Italian production of olive oil is about 1½ million hectoliters, that the depreciation of the lire affords a margin of 40 per cent to Italian producers, and that a good harvest is approaching, there is little activity in olive oil in Spain, reports Vice Consul C. Austin Castle, Barcelona, Spain, to the Department of Commerce, Seville, Spain, reports that prices are weakening.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL and STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 11,351 to 11,400, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

11,370. Adulteration and misbranding of soluble saccharin. U. S. vs. —, a corporation. Plea of guilty. Fine, \$150. Mixture of in part insoluble saccharin and sodium bicarbonate.

Olive oil misbranding and adulteration, seizures resulted in one fine of \$1,000 and another of \$60.

Union of South Africa Makes Volstead Law Excuse to Prohibit Importation of American Fruit Juices

Consul Charles J. Pizar, Cape Town, reports:—The South African Commissioner of Customs and Excise has recently ruled that since concentrated fruit juices and sirups of American manufacture, intended for use as beverages and containing more than one-half of 1 per cent of alcohol by volume, fall within the definition of intoxicating liquors as laid down in the national prohibition act of the United States, their importation into the Union of South Africa is prohibited. This action is taken in accordance with a proclamation published in the *Government Gazette of South Africa*, September 23, 1921, and issued under authority of the restriction on the importation of wines and spirits act, 1921, whereby the importation into the Union of wines and spirits the product or manufacture of the United States of America is prohibited from any country whatsoever.

North Dakota Food and Drugs Regulations

R. O. Baird, North Dakota State Food Commissioner and Chemist, has issued Bulletin No. 2, which contains the text of the State Food and Drugs Act, with rules and regulations in force in June, 1923. The use of coal tar colors in candies is prohibited. Schedules are in preparation for fresh and sweet fruit juices and additional standards are under consideration for soda water flavors, etc., preservatives and coloring matters. The regulations and rules deal in detail with flavoring extracts. As applied to food flavoring principles the term "extract" is applicable only to alcoholic or hydro-alcoholic solutions of the flavoring substances. The term "flavor" may be applied to food flavoring principles in which a vehicle other than alcohol is used. A product labeled with the word "flavor" shall contain the same kinds and proportions of active flavoring ingredients as are required under the definitions and standards for extracts, and must further be labeled to show the vehicle used in lieu of alcohol. The pamphlet consists of 44 pages and is a valuable compendium for manufacturers whose flavorings and other food products enter the North Dakota markets.

Pure Food Regulations in Brazil

Foodstuffs that have passed through any process of conservation or preparation are subject to analysis upon importation into the Federal district from a foreign country, according to Brazilian regulations effective recently. The labels of such products must indicate the name of the manufacturer, the name of his local representative or that of the importer, and the number of the analysis. If the goods have been in cold storage, this fact must also be indicated on the label.

Artificial food products are admitted provided the word "artificial" or "imitation" is printed on the containers in letters of a similar size to those indicating the kind of goods.



Edward V. Killeen, vice-president of George Lueders & Co., New York City, is receiving the congratulations of friends for the new honor which has come to him in the birth of his first grandson. Edward J. Martin, Jr., was born September 2 to Mr. and Mrs. Edward J. Martin of 256 Ocean avenue, Brooklyn. Mrs. Martin was Miss Ruth P. Killeen.

"Odor and its Origin," an extremely valuable survey of the subject, which starts on page 345 of this issue, is the result of research work by an eminent British scientist, who is known to many of our readers by fame, but perhaps not to others. So we take pleasure in presenting to them in the accompanying half-tone



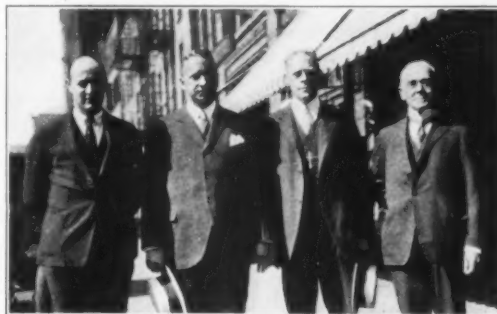
THOMAS H. DURRANS

Thomas H. Durrans M.Sc. (London), F.I.C. of the Oxford University Industrial Research Laboratory of A. Boake, Roberts & Co., Ltd., of London, England. He is the author of several extremely important studies in research work of immediate interest to the essential oil and perfumery industries. Mr. Durrans was graduated as Bachelor of Science in London University in 1906 and next year joined the staff of A. Boake, Roberts & Co., Ltd., Stratford, London. He joined Professor W. H. Perkin at Oxford University in 1916 and was elected Fellow of the Institute of Chemists of Great Britain in 1917. In 1918 he was elected Master of Science in London University, having previously in 1906 been made Fellow of the Chemical Society.

Mr. and Mrs. E. N. Rowell, of Batavia, N. Y., have been spending some of the hot spells recently at their summer home on Pickerel River, near Loring, Ont. Modest in size, rustically artistic and set in a cluster of tall Canadian pines the bungalow offers unexampled opportunity for rest, refreshment and contentment. A postal card view of the *mise en scène* is very tempting, even without the knowledge of the hospitality to be found within the picturesque *maison*. And the natives do say, according to wireless information, that Mr. Rowell's skill as a fisherman in this haunt of piscatorialists is on a par with the intuition and ability that have made success for E. N. Rowell & Company's big paper box manufactory at Batavia, N. Y. Perhaps some of the ideas in the finely colored inserts of the Rowell boxes, which appear every month in this journal, may have been studied

out under the influence of the fine atmosphere and genial sun in which the fisher folk of Pickerel River bask. One of our presidents thought out and elaborated policies while on quiet angling trips on the Potomac River and everybody can well believe that Pickerel River, so well named, ought to yield more ideas and better ones, in business at least, than anything that might be found while casting flies in the staid old tributary of Chesapeake Bay.

The group of gentlemen in the accompanying photograph are the principals of Julian W. Lyon & Co., Inc., 35 Fulton street, New York, who posed informally for the Editor recently in front of their building. Reading from left to right they are: I. H. Budd, secretary; J. W. Lyon, presi-



I. H. BUDD, J. W. LYON, A. M. WAngLER, R. G. CALLMEYER

dent; A. M. Wangler, treasurer; and R. G. Callmeyer, vice president and sales manager.

The company have just appointed as agents for a large part of the South, the Lilly Brokerage Co., Memphis, Tenn., who will carry stocks of products handled by their principals, viz., synthetics from Polak & Schwarz, Ltd., Zaandam, Holland; natural flower oils and essential oils from Auguste Bermond, Nice, France; and citrus oils from La Zagara, Reggio, Calabria, Italy.

We are advised by the French Cosmetic Manufacturing Co., Inc., New Rochelle, N. Y., that the continued growth of their business has made it necessary further to increase their already large facilities and to provide for this they have increased their capital and reorganized their company. F. A. Schwannecke under whose competent guidance the business has reached its present proportions has been elected president and will devote his attention largely to the sales department. The general executive management will be in the hands of Mr. E. Salomon.

George K. Lueders, Jr., of George Lueders & Co., New York, who went to Europe in April to visit L. Givaudan & Co., Geneva, Switzerland, returned September 9 on the *Ohio*, after spending five months in the study of the manufacture of synthetics. He returned by the way of Paris and London and had the opportunity in the latter city of visiting the offices of W. Naumann, which is now in the hands of Ludwig Naumann, his cousin. While there of course he looked into the London market for the products handled by his father's concern. In Paris he visited the elaborate offices of L. Givaudan & Co.

While abroad Mr. Lueders met Gilbert Colgate, Jr., who was spending some time in Geneva with his aunt, and he also met Carl Weeks of the Armand Co., and E. M. Laning, of the E. M. Laning Co.

Among the memorable experiences of his trip were automobile trips in company with Messrs. Xavier and Leon Givaudan through the mountains of Savoie, where he observed the flowers which are imitated in the cyclamen of Savoie.

Ira Schieber, 218 Railroad Exchange Building, St. Louis, Mo., has been appointed southern and western representative for Solar Laboratories, New York City.

National Can Corporation, Detroit, Mich., in order to extend its automobile radiator department, has sold its tin can and collapsible tube business to the Continental Can Co., Inc., of New York, which took over the machinery, inventory and accounts on September 1. The Continental company will operate the Detroit plant as a branch in addition to its other plants in Chicago and Jersey City, with Arthur V. Crary as general manager of the Detroit department.

Ramon F. Crusellas, of Crusellas & Co., Havana, Cuba, is visiting the trade in New York City prior to making a trip to Mexico in October in the interests of his company, which is now specializing in the manufacture of soap.

Robert Gerstner, of the Oil Products Co., New York City, has returned from a two weeks' combination automobile and fishing trip to Lake Placid, Lake Saranac and Tupper Lake. Soon after his return from his novel vacation Mr. Gerstner met in New York Ramon Crusellas a former associate of his in Crusellas & Co., Havana, Cuba.

As we go to press the attractive inserts of Polak & Schwarz, Zaandam, Holland, are delayed in delivery and will not reach port in time to be included in this issue. While the beautiful insert will be missed by our readers in this issue, its reappearance in the October issue is assured.

Joseph Mathias, head of the New York essential oil house of James B. Horner & Co., has been enjoying his annual fishing at Wolfe Island in the St. Lawrence River, near Kingston, Ont. He caught nearly as many bass as the Editor, who fished at a nearby resort, but got no muskallonge!

Plough Chemical Co., Memphis, which recently acquired Mme. Isebell's Toilet Mfg. Co., of Chicago, is making plans for the increase of its capital stock from \$2,500,000 to \$7,500,000, and the erection of an addition to its plant, which will cost \$600,000. New floor space of 160,000 square feet will be provided.

B. Sitaramachar, managing director of the Essentflour Products, Ltd., of Mysore, arrived in London in August for a visit to last until September, when he plans to come to New York, with Canada as a further objective. He is a graduate of the Madras Engineering College and after a service of twelve years in the Mysore Government he resigned to take charge of the sandalwood oil factory. Effective September 1 the Essentflour company has been appointed sole distributor and consignee of sandalwood oil for the Mysore Government. The company now has two factories working full time. Mr. Sitaramachar's trip is being made to study trade conditions in connection with the future marketing of the products of the establishment. While in New York City Mr. Sitaramachar will make his headquarters with Cox, Aspden & Fletcher, 26 Cortlandt street, New York City, American agents for Essentflour Products, Ltd. The initial announcement of the company appears on advertising page 71.

Orla S. Goodrich has resigned as vice president and secretary of the Goodrich Drug Co., Omaha, Neb., and is about to embark for himself. As a result of his retirement from the company it has been reorganized with J. E. Goodrich, president; Howard Goodrich, vice president and treasurer; and J. Emerson Goodrich, secretary, and will continue its operations as before, selling its products primarily through demonstrators.

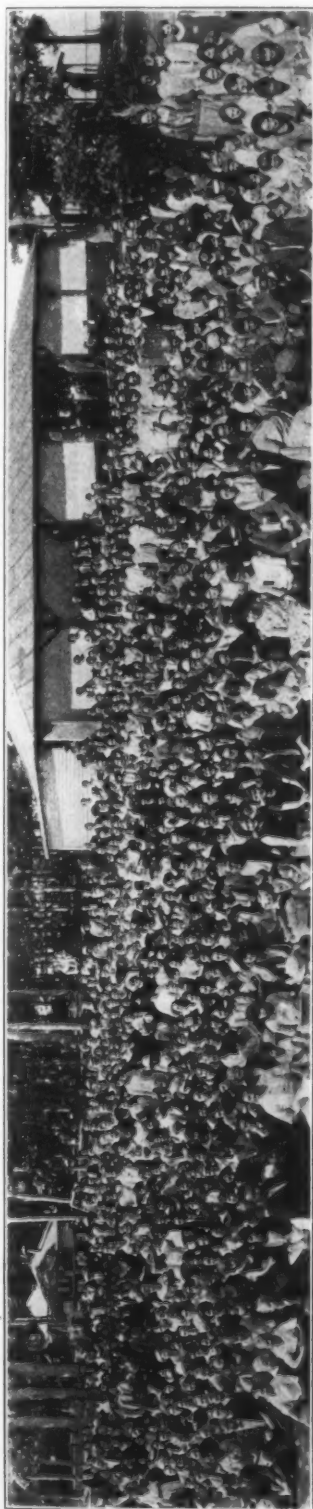
While visiting New York City recently Mr. Goodrich related the interesting history of the company which has grown from a retail drug store in 1904 into a large manufacturing company doing an annual net business over \$300,000. The company formally began the manufacture of toilet preparations in 1905 when it was incorporated but it was not until 1911 after many discouraging experiments that a successful sales plan was perfected. It was then that the company's system of selling its Velvatin line of toilet preparations in towns under 25,000 population was put on a systematic basis. The sales grew so that in 1914 as much business was done as in all of the previous years combined. Since then the business has grown steadily and the company concentrated its efforts on the Southern and Central states. In discussing the early history of the company, Mr. Goodrich states that the first essential oil man to call on the company was O. A. Brown, of New York, but then of Kansas City.

B. J. Gogarty has succeeded Frank Healy in charge of the division of J. L. Hopkins & Co., New York City, identified with the toilet preparations trade. Mr. Healy is now Dr. Healy, having completed a course of chiropractic last July, soon after which he opened an office in Brooklyn to practice the profession.

Stanley Manufacturing Co., Dayton, Ohio, in its insert between advertising pages 72 and 73 shows one of its typical metal seals. The background is printed in black and white displaying a wide variety of the seals made by the company. On the reverse side a list of the company's representatives is given.

William H. Gessell, vice president of Lehn & Fink, Inc., New York, and general manager of the laboratories and works at Bloomfield, N. J., attended the annual meeting of the American Pharmaceutical Association at Asheville.

Panoramic View of the F. N. Burt Co. Buffalo Employees on Their 1923 Outing at Fort Niagara Park, Under the Leadership of Their Manager, Miss Mary R. Cass



The 1923 picnic of the Buffalo, N. Y., employees of the F. N. Burt Co., Ltd., was held August 20 at historic Fort Niagara Beach and fairly eclipsed previous outings in enjoyment and good-fellowship. Trains and automobiles carried fully a thousand to the delightful resort, where con-



MISS MARY R. CASS, SEATED. OTHERS, LEFT TO RIGHT: E. G. BAKER, W. G. HAZEN, N. J. SMITH, W. M. MCLEOD, H. C. COPPINS, C. M. BOSCOWITZ, A. H. DREUX, J. A. HOLMES

ditions were ideal for bathing, dancing and merrymaking. A feast was served in appetizing style and ample justice was done to it. Miss M. R. Cass, manager of the Buffalo plants, was chairman of the executive committee and was aided by committees of the employees in making the event a success, George M. Diebold being chairman of the general committee. The accompanying picture shows Miss Cass surrounded by some of her lieutenants, those in the group being: E. G. Baker, secretary; W. G. Hazen, Cleveland box representative; N. J. Smith, in charge of Buffalo territory; W. M. McLeod, assistant secretary; H. C. Coppins, general superintendent; C. M. Boscowitz, New York box representative; A. H. Dreux, superintendent of factory C; and John A. Holmes, manager of sales, paper cup division. The end of the perfect outing came at last and the happy participants journeyed back to Buffalo.

François Morel, one of the partners of Lautier Fils, Grasse, France, arrived on the *Lafayette* August 27 and will remain until early in October. He is making his head-



ONE OF THE LAUTIER FILS' FLOWER PLANTATIONS, GRASSE
quarters at the firm's American branch, 47 Cliff street, New York, where C. H. Bourguet is manager. Mr. Morel has kindly furnished us with the photograph reproduced herewith showing one of the plantations of lavender which his

firm has set out. We are told that they are now cultivating 1,600,000 plants which they expect soon to increase to about 2,000,000. They, with other essential oil houses in Grasse and vicinity, have to contend with an increase in cost of the oil on account of the rise in labor. The peasants have been turning to other work as the labor is rather arduous, and there is ample employment to be found in more congenial occupations where the laborer is not obliged to carry such heavy loads as when gathering lavender in the mountains.

B. Kronish & Bro., Inc., 35 East 10th street, New York, newly established last month for the manufacture of rouge and powder compacts, lipsticks, and other toilet accessories advise us that their plant is now in active operation and they are ready to make deliveries. They aim to produce all their products under the best of factory conditions.

The Weimann Bros. Mfg. Co., Derby, Conn., submit to our readers in this issue on page 93 a new automatic machine for closing and attaching clips to collapsible tubes. They were established in their present style in 1917 by Ferdinand Weimann, the father of five sons who are all engaged in the business, and he has had over twenty-eight years' experience in the manufacture of automatic machinery. The active head of the company is F. A. Weimann, president and general manager, Ferdinand Weimann being vice-president, R. P. Weimann, treasurer, and Alfred Weimann, secretary.

Read Machinery Co., of York, Pa., announces that its main and general offices have been moved to Richland avenue, south of the Pennsylvania Railroad, adjoining the company's York plant. Out of town visitors may arrange for transportation by calling on the telephone, or may journey to Princess and Richland avenues, then walking three blocks south, or by taking the Jackson and George car to Country Club road and Virginia avenue, then walking three blocks west.

Davison Chemical Co., New York, has announced through its president, C. Wilbur Miller, that the Silica Gel Corporation, its subsidiary, has contracted with a company organized under Maryland law to furnish the latter with silica gel to be used by it in the manufacture of a toilet powder to be sold under the name of "Sila-K-Gel." Stockholders of the Davison Chemical have first privilege to subscribe to the stock of the new company, known as Silica Gel Products Corporation. It is capitalized with 50,000 shares of 7 per cent cumulative preferred stock, par \$10 each, and 100,000 shares of common stock without par value. The Davison stockholders are entitled to subscribe to 24,255 shares of preferred stock, carrying with it an equal number of shares of common stock. Stockholders of record Sept. 15 have the right on or before Sept. 25 to subscribe one unit consisting of one share of preferred and one share of common of The Silica Gel Products Corporation at \$10 per unit, for each nine shares of their respective holdings of stock of the Davison Chemical Co.

Tetlow Mfg. Co., 51-59 North Mascher street, Philadelphia, Pa., has purchased the rights and received an assignment of the trade mark "Honeydew," for toilet preparations, from Peter Meyer, of New York City, the arrangements having been made through the Patent and Trade-Mark Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

Miss Caroline Bayard Colgate, daughter of Sidney M. Colgate, vice-president of Colgate & Co., and Mrs. Colgate, was married to Howard Canning Taylor, Jr., son of Dr. and Mrs. H. C. Taylor, of Manhattan, September 8. The ceremony was performed in the Colgate residence, 491 South Center avenue, Orange, N. J., by the Rev. Dr. Boyd Edwards, of Pottstown, Pa., assisted by the Rev. Dr. Joseph C. Hazen, of the North Orange Baptist Church. A reception followed. The bride had her sister, Miss Margaret Colgate, for her maid of honor. The bridesmaids were the Misses Sarah Baker, of Buffalo; Catherine Quier, Reading; Madeline Williams, Magnolia, Mass.; Julia Dwight, New York; Lorna Boyd, Staten Island, and Virginia Kime, Ridgeway, Pa. Barbara May, of Southport, Conn., was flower girl. Edward J. Taylor was his brother's best man. The ushers were Samuel Bayard Colgate, Burton Wakeman Taylor, Nelson Chaffee Peck, Thomas Tulay Mackie, Foster Rhea Dulles, Matthew Griswold, Francis F. Harrison and Dr. Rudolph N. Schullinger. Mr. Taylor and his bride will reside at 157 East 81st street, New York City after October 15. The bride attended the Beard School, Orange, N. J., and was graduated from the Bennett School, Millbrook, N. Y., in 1922. She was president of her class. Mr. Taylor was graduated from Yale in 1920.

The *Colgate Clock* for August is especially bright and interesting. A film strip of the Golf Tournament and numerous other illustrations, besides news and gossip, fill its pages. The Colgate Band's activities are told and progress is shown on the new branch plant at Jeffersonville, Indiana. As we have already reported, the company has acquired part possession and work is going on actively in remodeling the reformatory buildings. In three buildings work has progressed to a point to permit the installation of soap pans, tanks, evaporators, stills, etc., while operations on the glycerine plant are well advanced. It was expected that the remainder of the property would be turned over to Colgate & Co. September 15 and that the reconstruction will be completed in the spring of 1924.

Nearly three pages are devoted to engagements and weddings of belles on the Colgate staff. There are many more who would qualify for beauty contest winners.

Joseph Valentine, manager of the Valmont Manufacturing Co., Brooklyn, N. Y., has returned from an extended trip through the Middle West which he says proved to be very encouraging from a business point of view. On his return he broke in his new Peerless automobile in a short tour to Jamestown, N. Y., a distance of 345 miles, which it is reported in the Valmont offices was made in record time.

Dr. Edgar F. Smith, a former president of the American Chemical Society, and provost-emeritus of the University of Pennsylvania, has been made an officer of the Legion of Honor by France.

Arthur C. Haas, of the Procter & Gamble Co., has been elected an associate member of the New York Produce Exchange.

Directors of the Globe Soap Co., Cincinnati, declared the quarterly 1 per cent on the common and 1½ per cent on the first, second and special preferred, payable September 15. All the issues will sell ex-dividend on September 1.

P. R. Dreyer, 109 Beckman street, New York City, accompanied by Mrs. Dreyer returned on the *Nieuw Amsterdam* September 7 from a two months' pleasure and business trip abroad, made memorable for Mr. Dreyer because he visited his boyhood home in Denmark and also because of an extended visit in Grasse during the height of the jasmine crop.

While in Grasse Mr. and Mrs. Dreyer witnessed a forest fire which destroyed a large section of the woods to the west of Grasse, made possible largely by the long drought.

At Grasse Mr. Dreyer spent considerable time at the new factory of Bertrand Freres, for whom he is United States and Canadian representative. The new factory is located in what is known as the Plan de Grasse, the level stretch of country below Grasse proper and the factory is situated in the midst of the rose fields. In addition to this advantage, Mr. Dreyer reports that it has been equipped with a new type of stills.

Mr. and Mrs. Dreyer also made several trips into the mountainous region where besides enjoying the scenery of the Alpes Maritimes they had an opportunity to inspect the condition of the lavender districts. An automobile trip

August Giese, founder of August Giese & Son, New York City, celebrated his eightieth birthday August 14. Despite his many years Mr. Giese rises early, commutes to New York from his home in Oradell, N. J., attends to business, which has grown to world-wide proportions, and in the evening he enjoys various forms of recreation, such as bowling, automobiling, or "Listening In" on a modern radio which he has had installed.

Coming to this country from Germany at the age of twenty-two years he held various positions until 1872, when he began business for himself as a broker and chemical manufacturers' sales agent at 18 Cedar street, New York City. Heinrich Haensel, of Pirna, a German terpeneless essential oil house, and Herman A. Holstein, Constantinople, a gum and otto of rose house, were among the substantial old houses of that day for whom Mr. Giese labored in this country.

Many changes have come over New York City since Mr. Giese opened his office at 18 Cedar street. H. W. Henning & Son occupied a part of the building in Cedar street, which was opposite the site of the present Mutual Life Insurance Building. Lanman & Kemp were on an opposite corner, and Parke, Davis & Co., Merck & Co. and A. Klipstein &



AT THE NAARDEN WORKS: (LEFT TO RIGHT) VAN RIJN VAN ALKEMADE (CHIEF CHEMIST), F. NIEUWENHUIS (MANAGER), M. FELIX (CHEMIST), P. R. DREYER, DR. W. A. VAN DORP (GENERAL MANAGER)

was also made on a moonlight night to Gourdon 2,100 feet above the sea level. Other features of the trip, which covered Denmark, Holland, North Germany, France and Switzerland, included a visit to the plant of the Naarden Chemical Works, at Naarden, Holland, for which Mr. Dreyer is Canadian and American representative. The accompanying group taken at Naarden shows Mr. Dreyer with members of the chemical works staff.

Mr. Dreyer reports that he has taken on the new agency of Paolo Vilardi, Reggio, Calabria, Italy, for lemon, orange and bergamot oils. The other account is that of Société des Essences Bourbonnaises, Paris, who specialize in geranium, vetiver and ylang-ylang oils of the well-known Chatel brand. Stocks will be carried in New York.



AUGUST GIESE AND HIS FIRST PLACE OF BUSINESS

Co. were all in the vicinity of Cedar street. Where August Giese & Son are now located, 162 William street, was the leather section and Chambers street was the outermost limit of the drug and chemical industry, which was then centered, as it now is, in New York City.

Few men of his age have had such long business records as Mr. Giese. During his trade career he has witnessed three wars. One of the first experiences he had in the United States was to see President Johnson reviewing the Federal troops returning from the Civil War. He also has watched the rise of many enormous industries, such as the electric light and power, automobiles, motion pictures, and the more youthful radio industry.

One son, Otto E. Giese, has been associated with him in the firm since 1899, and his other son, Alfred, is engaged in other work. The company has done business since 1894 in filtering apparatus and filtering material, and it also deals in terpeneless essential oils. The firm of August Giese & Son is 51 years old, accordingly being one of the oldest essential oil houses in the country.

Practically all of the firms in the essential oil and perfume material trades in New York City again observed Labor Day this year by declaring a three days' suspension of work from Friday night until Tuesday morning. Other trades are following this custom of observing the triple rest period when holidays happen to occur on Mondays.

Among the firms on the list were the following: Dodge & Olcott Co., W. J. Bush & Co., Inc., Jas. B. Horner, Inc., Morana, Inc., Fritzsche Brothers, Inc., Arthur G. Cailler, Magnus, Mabey & Reynard, Inc., George Lueders & Co., Julian W. Lyon & Co., Inc., C. G. Euler, P. R. Dreyer, Orbis Products Trading Co., Inc., J. Manheimer, Anderson-Hillier Co., Inc., Arthur A. Stilwell & Co., Charles V. Sparhawk Corp., Heine & Co., Arthur Stallman & Co., Lautier Fils, Delphi Products, Inc., Van Dyk & Co., Rhodia, Inc., Antoine Chiris Co., J. L. Hopkins & Co., Ungerer & Co., Inc., H. R. Lathrop & Co., Inc., Stanley Jordan & Co., Inc., Thurston & Braidich, A. D. Smack Co. and Hymes Brothers Co.

Ohio School of Cosmetic Therapy has record of which it is proud. Since the founding of the school, every student who has graduated has passed the State Board examinations.

Walter A. Dermon and William S. Dermon have left the Textile Soap Co., Marlboro, Mass., and will open a soap factory in Framingham, Mass., at an early date, having purchased a building for the purpose. Equipment is being purchased for making about 8,000,000 pounds of soap annually.

More than 1,000 persons attended the seventh annual outing of the employees of Lever Brothers Co., of Cambridge, Mass., which was held September 8 at Canobie Lake Park, Salem, N. H. The sporting events for the winners of which prizes were offered, furnished plenty of excitement for both participants and spectators. Besides the various amusements offered at the park, there was considerable pleasure found in swimming, boating, canoeing, bowling and other recreational games. A cracker eating contest supplied much fun. The chairman of the executive committee was R. E. Carlisle; transportation, Lendol D. Snow; program and prizes, Walter J. Whelan; sports, Philip R. Babcock; entertainment Catherine E. Dayton; picture, Everett R. Vickary. The judges of sports were Arthur Roche, J. Robie Cove and Walter J. Whelan.

The soap industry in the Pacific Northwest has been enjoying a boom in the last few months. Edward Westwood, sales manager of the National Coconut Soap Co., of Tacoma, reports a big increase in demand for soap flakes and soap powder in Washington, Idaho and Oregon.

The North Coast Soap Co., of Seattle, of which F. J. Zorn is president, recently received a contract from the Navy Department for fifty tons of soap powder to be delivered at the Mare Island Navy Yard in California, for use aboard American warships. This is the second large navy contract awarded to the North Coast Co.

Recent fires: Emil White Soap Co., Brooklyn, N. Y., loss estimated at \$15,000; Teele Soap Co., Cambridge, Mass., damage figured at \$7,000; Quaker City Perfume Co., D and Venango streets, Philadelphia, about \$2,000.

David B. Gamble, whose death at Pasadena, Cal., was announced in a recent issue, and who retired from the Procter & Gamble Co., Cincinnati, many years ago, left the bulk of his estate by will to his widow, Mrs. Mary H. Gamble, except bequests to other relatives and the following: Board of Home Missions of the Presbyterian Church, \$100,000; Board of Foreign Missions of the Presbyterian Church, \$100,000; Cincinnati Children's Home, \$10,000; Occidental College, Los Angeles, \$50,000; Elizabeth Gamble Deaconess Home for Work in Christ Hospital, Cincinnati, \$25,000; Y. M. C. A., \$10,000; Y. W. C. A., Cincinnati, \$10,000; Y. W. C. A. of Pasadena, \$10,000. The value of the estate was not given when the will was filed in Cincinnati on July 25.

Fishbeck Soap Co., San Francisco, manufacturer of Queen Lily soap and Queen Lily washing powder, has placed its advertising account with the Le Vene-Friesley Agency, of that city. A campaign will start at once in California newspapers.

Palmolive Co., Milwaukee, has applied for registration of the trade-mark "Fanchon" for use on face powder. No advertising campaign is contemplated for this trade-mark face powder, according to V. Fabian, advertising manager.

Pyramid Products Co., Los Angeles, has registered the trade-mark "Sure Shot" for use on its product, a soap for the removal of oil grease, paint and ink. A moderate advertising expenditure is contemplated by Albert H. Beach, manager.

Boncilla Laboratories, Indianapolis, will use large space in newspapers and magazines of Canada in a new campaign on Boncilla Beautifier, cold cream, vanishing cream, and face powder, four products necessary to the "Boncilla Method" of facial treatment. This campaign is being directed by A. J. Denne & Co., Ltd., Toronto, advertising agency.

Victor de Journo, soap manufacturer, Allentown, Pa., has just finished a new building which gives 8,000 square feet additional space to his plant.

Louis K. Liggett, head of the United Drug Co., is one of the special Boston Red Cross committee on raising funds for Japanese relief work.

David A. Schulte, president of the Schulte Retail Stores Corporation, who sailed on the *Aquitania* September 11 for a business trip to Europe, to establish foreign connections for Park & Tilford. He expects to establish exclusive agencies in this country for the distribution of certain products through Park & Tilford. More of these connections will be made in France than in England, he said.

Harry A. Bollman, for thirty years merchandising man and buyer for a large manufacturing industry, has joined the Dr. C. H. Berry Co., of Chicago, as vice-president and general manager. The Berry company has been in existence over forty years, and manufactures a complete line of toilet preparations, of which their leaders are Kremola and Dr. Berry's freckle ointment and complexion soap. Mr. Bollman is planning an extensive national advertising campaign.

Many of our readers have long known, from their striking advertisements in *THE AMERICAN PERFUMER*, as well as by using their products, that the Sierra Talc Co. (formerly the Inyo Talc Co., is a pretty wide-awake and energetic organization. One of its moving spirits dropped into our office recently, as he usually does when in New York, and in the course of conversation told how this flourishing

"It took us some months though before we got the old mill running to suit us, and in the meantime we were doing the development work I spoke about. Finally we began hauling talc to the mill with 16-mule teams and started to mill our first car amid the gloomy forebodings of all the 'experts' in the talc business.

"It was a little hard at first for us to convince users that



FRANKLIN BOOTH



WILLIS H. BOOTH



PERCY H. BOOTH

concern got its start. His story is of interest to our readers, as showing how another of our country's abundant mineral resources was made useful, so he can tell it in his own words:

"When the United States entered the World War in 1917, I was interested with my two brothers in a busy electrical appliance manufacturing company which had factories in California, Chicago and Canada. In many of our appliances we use an insulating core or block of talc on which our heating wire is wound. Before the war we were using European block talc for this purpose but the submarine activities cut off almost all this supply, so we carried on a search for a satisfactory substitute. After a thorough and somewhat expensive set of tests in our experimental department we found the material in California, within 200 miles of our California factory.

"Luckily we found this out just in time, for we were surely 'scraping the dish' when our first shipment arrived from the new talc deposits in Keeler, Inyo County, California. We have been using this talc for over five years now.

"On the property when we bought it was a small mill, built somewhat like an old style 'grandad' flour mill. It had supplied a small local demand for tire dust, soap filler and other cheap purposes. The old operators told us they had never been able to make any good talcum powder out of California talc. But our people refused to let this pass without finding where the trouble was.

"So one Sunday in the presence of the assembled populace of Keeler, some fifty in all, and after some hours of strenuous exercise with a monkey wrench we got the mill going. Everybody was anxious to see what the old machine could do under new management, and the product was eagerly examined. One of the ladies in the party on feeling the powder exclaimed, 'Why don't you make talcum powder all the time?'

"We had the powder analyzed and then started extensive development work in the mines. We found the deposits to be far larger than the surface showings indicated, besides which the talc was everywhere the same in quality.

anything good in the way of talc could come out of California, but we finally convinced one wide-awake Chicago firm that we had the goods and moreover could deliver them.

"We explained the plan on which we were operating and convinced them that we had a large and reliable supply that they could depend on, that we were producing talc, not selling stock, and that the talc when produced was right up to our samples and met their specifications as to analysis. On the strength of our showing the Chicago firm decided to take a chance with us and ordered their first car. They have been our distributors ever since and are ordering steadily from us.

"This first customer recommended us to others; they passed the good word along and our business has had a steady growth. In 1919 our demand had increased to such an extent that we felt justified in installing a complete mill plant.

"In that year, too, we decided to pension off our 16 long-earned friends and replaced them with a fleet of gas mules each of which has four drive wheels instead of four feet. It is quite a treat to see these walk off to the mill with eight tons of mineral.

"We also formally organized the business as the Inyo Talc Co., and, following the example of many other progressive firms in the trade we commenced advertising in *THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW*. This habit has grown on us.

"On account of the success which the Booth brothers have had in nationally marketing the Hotpoint line of Heating Appliances they are firm believers in advertising and in branded merchandise. Therefore talc buyers can understand why the manufacturers of Sierra talcs brand their products.

"Lewis H. Mertz, of Mertz, Kick & Co., advertising agents of Chicago, Ill., who has been with the Booth brothers many years and knows our little ways is as much interested in Sierra talcs as we are. He writes all our announcements about Sierra Snow and Sierra Cloud for *THE AMERICAN PERFUMER*, and people stop to read them

and find out about the Sierra Talc Co., and our product and where we are located, which is the important message we wish to convey.

"While our organization is no nearer perfection than anything else on this earth, we are making improvements all the time as the chance offers. We like the talc business and we like the people we do business with. They are as fine a set of men as live anywhere and we hope we can continue to please them and merit their good will."

The ownership of the Sierra Talc Co. is almost entirely in the hands of the Booth brothers: Willis H. Booth, who is now vice-president of the Guaranty Trust Co., New York, and was recently installed as president of the International Chamber of Commerce, is its financial head.

Franklin Booth is the general manager and he was for a number of years connected with the Mining and Metallurgical Department of the University of California which specially fitted him to take charge of the practical operations of the company.

Percy H. Booth, the sales manager, was formerly the sales manager of the Hotpoint Electric Heating Co., one of the first companies that successfully marketed a Pacific Coast product nationally. These men, therefore, offer a combination of financial, practical, mining, milling and sales experience which is largely responsible for the success of the Sierra Talc Co.



EUGENE BLOMBERG AT BELLE ISLE CONSERVATORY

Eugene Blomberg, one of the active young men on the staff of Frank Z. Woods, manufacturers' representative, 180 North Market street, Chicago, Ill., is back from his vacation, quite tanned and feeling refreshed from his experiences. Mr. Blomberg visited Canada, Muskegon and Detroit, including the famous Conservatory at Belle Isle. The picture shows him in the foreground of a remarkably excellent snapshot of the Conservatory. Part of the period he put in at his old home town, Petoskey, Michigan, and varied the program by seeing the Windsor races and taking a few trips to Mackinac Island. He certainly got more enjoyment out of his holiday interval than most folk are able to accomplish. Mr. Blomberg is in charge of the firm's alcohol department.

Fort Worth Soap Works is in line for medal for enterprise. Starting in Fort Worth, Texas, a year or so ago with two wash pots in an otherwise vacant room it has grown into a healthy soap manufacturing business, making four products, laundry soap, liquid soap, dusto powder soap and a preparation for floor sweeping.

Fred H. Ungerer, vice president of Ungerer & Co., New York City, has returned from Lake Wentworth, N. H., where he spent his vacation with Mrs. Ungerer and their daughter. Mr. Ungerer had an excellent opportunity to enjoy his favorite sport of fishing in which he established a new record.

George Grunberg, president of the Scientific Specialties Co., Inc., 331 Fourth avenue, New York City, writes us from Hamburg, Germany, where he is traveling in the interest of his company, that conditions are not as bad as represented, despite the fact that prices are very high.

The Virginia Dare Extract Co., Inc., organized under the laws of New York, has taken over Garrett & Co.'s extract department and will continue the business in the Bush Terminal Building, Brooklyn, N. Y. The officers of the company are: Bernard H. Smith, president; Harry C. Hirsch, vice-president and secretary; Wm. J. Flesh, vice-president; S. N. C. Marshuetz, vice-president; W. Frank Hope, treasurer; J. K. Tucker, assistant treasurer. The board of directors is composed of Messrs. Smith, Hirsch, Flesh and Marshuetz.

Mr. Smith formerly was chief chemist of the United States Laboratory at Boston, and later had charge of the Laboratory of the Baker Extract Co. at Springfield, Mass. He was general manager of the extract department of Garrett & Co. since its inception.

Mr. Hirsch is sales manager. He was for many years president and sales manager of the Van Duzer Extract Co. at New York and Springfield, Mass. Mr. Hirsch established the Van Duzer brand throughout the United States.

Mr. Flesh and Mr. Marshuetz are retired merchants and will devote their time selling the company's product in New York City and vicinity. Mr. Eaton will act as the attorney for the company.

The selling force of the old company will remain intact, and from time to time additional salesmen will be added. W. R. W. Nichols will have charge of the Western territory and will maintain an office and warehouse in San Francisco. The new company will exploit Virginia Dare flavoring extracts, Claro Syrup and Sherry-Jell.



HARRY C. HIRSCH

Another of the Paris perfumers to extend activities in this country is Fioret of Paris, who established beautiful show rooms at 677 Fifth avenue, New York. The American interests are in the hands of Fioret, Inc., of which Simon A. Fioret, the founder of the business in Paris several years ago, is president. Mr. Fioret has been connected with the perfume industry for twenty-five years, principally in France and Russia.

Robert W. Smith, president of R. Walton Smith & Co., Inc., 16 E. 43rd street, New York, returned September 7 on the *Nieuw Amsterdam* from a business trip abroad.

Pierre Lemoine et Cie, Inc., New York, announces that Georges Acuna is no longer connected with the company. A. I. Gebhart has taken over the New York City territory for the company and will call on the trade regularly.

Mr. Gebhart formerly was connected with the Industrial Alcohol and Chemical Division of the Internal Revenue Bureau at Washington, working directly under Dr. J. M. Doran, making examinations and analyses of perfumes, cosmetics and allied products having to deal with the use of specially denatured alcohol in the manufacturing industries. He is a graduate of George Washington University in the District of Columbia.

Nyal Co., Ltd., a branch of the American concern of the same name, has opened offices with C. H. Moon as manager at 11 Great James street, London, W.C.1, and is now carrying a complete range of Nyal products and those of Frederick Stearns & Co. of Canada, Ltd., manufacturing chemists. It is reported that the Stearns factories and laboratories in Canada and Australia have increased greatly in output and in volume of trade during the last few years as well as at the parent plant in Detroit.



H. H. BERTRAM TURNS FROM PERFUMES TO "WAR"

Introducing the head of the A. P. Babcock Co., perfumers, New York City, in a new rôle. Meet H. Henry Bertram, Captain of Cavalry, on duty with the troops at Camp Silzer, Sea Girt, N. J. Note the martial air and alertness of the officer and his mount. "This is a great life," commented the brave captain in a moment's respite from military duty. "I must confess I like to temporarily exchange the odors of the perfumer's laboratory for the inspiration of the scent of battle along the picket lines." Either in war or peace Captain Bertram is a good fighter, as members of the American Manufacturers of Toilet Articles very well know, for they rewarded his vigorous efforts in behalf of the association by re-electing him to another three years' term on the Executive Board at the last convention.

American Can Co., New York, reports earnings of about 16 per cent on the \$41,233,300 common stock for the first six months of the current year, or at the rate of 32 per cent annually. The company has ample cash for all requirements in spite of the large amounts tied up in widely distributed goods.

The company has declared the regular quarterly dividend of $1\frac{1}{4}$ per cent on the preferred stock, payable October 1 to holders of record September 14.

Ph. Chaley, special representative of L. Givaudan & Co., Geneva, Switzerland, returned to New York on the *Lafayette*, August 27th, after spending his vacation in France and Switzerland. Mr. Chaley works in conjunction with George Lueders & Co., American and Canadian representatives of L. Givaudan & Co., and will continue to visit the perfumers throughout the country and keep them posted on the latest novelties in synthetics for perfumery used in Paris.

A. H. Fowler, New England manager of V. Vivaudou, Inc., was a recent visitor to headquarters in New York.

R. L. Watkins Co., New York, Multified Coconut Oil Shampoo, Liquid Arvon and other proprietary medicines and toilet preparations, has appointed the John F. Murray Advertising Agency, Inc., New York, to direct its advertising.

Harry Bartold appears herewith before our readers mounted on one of the thorough-bred western horses that have helped to make civilization in the North-West. The vista is Sheridan, Wyoming State. Mr. Bartold needs no introduction, for he has won fame through his activities in the Chicago Perfumery, Soap and Extract Association and as the representative of George Lueders & Company, of New York, in the Middle-West region, with headquarters in Chicago. Mr. Bartold has just returned from a long vacation, spending four weeks in the



HARRY BARTOLD

Big Horn Mountains in Wyoming. Most of his time was devoted to horseback riding, fishing and hunting. He finished his trip by going up North into the State of Washington, and from there down to San Francisco, Los Angeles and San Diego, calling occasionally on some of his friends. Mr. Bartold found the changes in climate quite refreshing and he is now back in the Chicago office of George Lueders & Co. looking for a good active business this autumn.

Robert Brownlee has opened an office at 15 East 40th street, New York City, an American and Canadian agent for Lerys, Paris perfumers. He also represents J. C. Boldoot, perfumer, Amsterdam, Holland.

Saul Davis has joined the essential oil organization of Neumann, Buslee & Wolfe, Inc., Chicago, Ill.

Paris advices say that Marshal Petain's former aide-de-camp, François Maurice Bourgeois, has been arrested at the instance of M. Coty, the perfumery manufacturer and owner of the *Figaro*. He charges Bourgeois with malversation of funds exceeding \$60,000. M. Coty alleges that Bourgeois, who discounted bills for him, used the money received for purposes of speculation.

London *Chemical Age* of August 18 contains an account of the compulsory winding-up of Sapon Soaps, Ltd., under an order of the British Bankruptcy Court. The total deficiency is given as £347,772, with nothing for the unsecured creditors. The company was formed in 1917 to manufacture a cereal soap named "Sapon," and later took up the making of a new insecticide soap called "Derbac." Cereal Soaps Co., Inc., was operated in New York in connection with it under the management of John Macpherson. Sapon Soaps of Canada, Ltd., was a branch formed in Hamilton, Ont. It is set forth that the operation of these two companies did not result satisfactorily to the parent concern in London. Two causes are given for the bankruptcy: one reason set forth was bad management and the other was insufficiency of cash to carry on the exploitation of the Derbac soap.

In five months of this year V. Vivaudou, Inc., New York, earned nearly the \$2 per share dividend requirements for the entire year. With 300,000 shares outstanding this is equivalent to almost \$600,000, which compares with a net profit of about \$593,000 for the twelve months ended December 31, 1922. Shipments from January 1 to July 28 were \$3,672,000, as compared with \$2,481,000 in the same period last year. Unfilled orders on July 28 were over \$800,000 against \$99,000 on same date last year. Shipments in July amounted to nearly \$500,000 and net profits for that month were approximately three times as great as in July, 1922.

U. S. Industrial Alcohol Co. is doing a record-breaking profitable business in all departments, greatly in excess of estimates, according to reports current in Wall Street, New York. Extensive improvements are being made in plants engaged in the manufacture of industrial alcohol and those in the chemical branch. Earnings this year will show substantial improvement over 1922 when \$3.08 a share was earned on common stock.

Charles W. Young & Co., Philadelphia, Pearl Borax soap, soap powder and chips, and Young's soaps, have appointed the W. B. MacKenney Co., Philadelphia advertising agency, to direct their outdoor advertising.

Ralph E. Dorland, in charge of sales at the New York branch of the Dow Chemical Co., is now a grandfather. Grant A. Dorland, Jr., arrived in August at the residence of Mr. Dorland's son, Grant A. Dorland, East Orange, N. J.

In the bankruptcy case of Richard P. Daggitt and Harry S. MacGrotty, doing business as William H. Daggitt's Son, 383 West 12th street, Manhattan, New York City, the court on September 12 granted a discharge from bankruptcy. The firm has long been a manufacturer of soap.

Allen Products Co., Inc., rotary tooth brushes, 25 West 43rd street, New York, went into voluntary bankruptcy September 17. Liabilities, \$9,845; assets, \$7,647, main items being stock, \$4,300, and accounts, \$3,342.

French Cosmetic Mfg. Co., Manhattan Borough, New York, has increased its capital stock from \$20,000 to \$50,000.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

According to incorporation papers filed at Albany, N. Y., the American Cotton Oil Co. is to become the Gold Dust Corporation with a capitalization of \$5,000,000. This is the culmination of the reorganization that had been under consideration since last June, when, following a change in the official staff of the company whereby George K. Morrow succeeded Lyman N. Hine as President, it was announced that the fourteen remaining cotton seed crushing mills of the company, scattered throughout the South, would not be reopened in the Autumn of 1923.

Rumors to the effect that the American Cotton Oil Co. was considering a change in its operating policy and would confine its activities to such revenue-producing items as "Fairy Soap," "Gold Dust" and other soaps or soap powders, arose with the change in management last May. The sale of some of the company's properties in the South since that time tended to confirm the intention of abandoning the old policy. Company officials have declined to confirm or deny the reports, but it is known that the sale of cotton seed crushing mills and cotton oil refining plants has put the company in a position financially to make possible the reorganization now being effected.

Under the item of funded debt there was outstanding on Aug. 8 \$5,000,000 of American Cotton Oil Company twenty-year 5s, due May 1, 1931, and \$8,500,000 of American Cotton Oil Company five-year 6 per cent notes due Sept. 2, 1924. The capital stock on Aug. 8 consisted of preferred stock outstanding in the amount of \$10,198,600, and outstanding common stock amounting to \$20,237,100.

Eugene R. Wagstaff, who has been in charge of the milling department of the Lightfoot Schultz Co., Hoboken, N. J., has gone to Colgate & Co., Jersey City, N. J.

American Talc Co., Los Angeles, Cal., has changed its name to the H. Tyree Chemical Co. Mr. Tyree was a recent visitor to New York City, stopping at the McAlpin.

P. J. Minzesheimer has joined the sales department of Pacquin, Inc., New York perfumer. He was at one time with the *Dry Goods Economist*. More recently he has been with the Nipola Products Co., Inc., of New York.

The petition of the Lever Bros. Co., soap manufacturers, Boston, that Mechanic Square, in front of their Boston plant, be renamed Lever Square, has been rejected by the City Council. The council has refused to rename streets after war heroes and takes the stand that it would be doubly inconsistent to name a square after an English titleholder. Lord Leverhulme, one of the original Lever brothers, is principal owner of the corporation.

United Drug Co., of Boston, for the first half of the current year reports net profits of \$2,512,780 after depreciation and reserve for doubtful accounts. After preferred dividends and interest charges the surplus was \$1,285,687, equivalent to \$3.62 a share on the \$35,459,500 common stock outstanding, against a surplus of \$409,035, or \$1.18 a share on the \$34,525,600 common stock outstanding at the end of the first half of 1922. Net sales amounted to \$32,132,804, against \$28,472,766 last year, while cost of merchandise sales was \$21,824,694, against \$19,316,826. The profit and loss surplus was \$4,052,615.

BOOK REVIEW

OLEAGINOUS PRODUCTS AND VEGETABLE OILS; PRODUCTION AND TRADE; 6½ x 9½ in. 511 pp., paper; International Institute of Agriculture, Bureau of Statistics, Rome, Italy, 1923.

This recent publication in English is the second upon this subject by the institute, the first having been published in 1921 in French. It is without doubt a very valuable book to those who deal in vegetable oils and oleaginous products and large users of these products. The work was prepared by Capone Giorgio, Doctor of Economics Grinenco, Ivan, Doctor of Agronomics, Costa, Mario, who compiled the tables.

The volume is divided into two parts, besides the introduction which gives the general scope of the subject as well as an interesting brief survey of the principal oil crops. The first part, comprising about three-quarters of the work, takes up the amount of oil yielding seeds and oils produced, number of acres under cultivation, amount imported and exported of each of 170 countries separately. Yearly figures are given as far as available. The second part consists of recapitulatory tables of area and yield of the chief oil bearing crops and trade data thereon.

A work of this kind must of necessity consist mostly of tables. The authors in most cases give the reference as to the authority from which the table was compiled, all of them being official. This makes the data especially valuable as to authenticity. The text is always brief and to the point. As a reference book for those interested or dealing in these products this monograph is highly to be recommended.

E. G. THOMSEN.

NEW PRICE LISTS, PUBLICATIONS, ETC.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representative.—August price list of essential oils, chemicals, synthetics and sundries, including the Allen oleoresins and other Allen specialties, is at hand. The list shows many variations in prices, the majority of which favor the buyer, as compared with the previous quotations.

"KING TUT'S BEAUTIES' SECRETS," de luxe edition, \$1, is an Egyptian papyrus containing information and formulas gotten up in artistic style by King Tut's Papyrus, 4062 Sheridan road, Chicago, Ill. The company also markets Egyptian toilet articles, price lists of which are enclosed.

UNITED STATES BOTTLERS' MACHINERY CO., 4015 North Rockwell street, Chicago, Ill., sends us the latest issue of the *Bottling and Packaging Engineer*, which is replete with interesting information regarding the equipment manufactured by the company, illustrations being given.

JAMES WEIR, INC., florists, Brooklyn, N. Y., send us the September number of the *Fleurette*, a miniature magazine, daintily and artistically printed, with bright articles appropriate to the autumn season in floriculture, etc.

ROSSVILLE CO., Lawrenceburg, Ind., sends us a striking four-page leaflet calling attention to its grain alcohol. The first page is in the form of a letter which describes the manufacture of grain alcohol in an interesting way and which also contains an illustration of a bottle of Rubifoam, the liquid dentifrice. In the letter, the company reiterates its offer to send a gallon sample of its grain alcohol without cost to any perfumer or maker of toilet preparations, for testing purposes. To simplify action on its offer a printed postcard is included with the letter. The inside of the

leaflet is made up of a reproduction of the picture in the first of the present series of its lithographed inserts and the text develops from an interesting angle the "Spirit of the First American."

MAGNUS, MABEE & REYNARD, INC., 257 Pearl street, New York City, are distributing their Autumn catalog and wholesale price list. The catalog contains 40 pages and lists essential oils, chemicals, drugs, olive oil, synthetics, filter papers, etc. A resume of market conditions is a feature and special sections are devoted to artificial fruit concentrates, flower flavors, fruit flavors, perfume oils, certified food colors, balsams, and essential oils. A copy may be had by writing to the company at the above address.

"THE ANTISEPTIC AND BACTERICIDAL PROPERTIES OF ISOPROPYL ALCOHOL," by Dudley H. Grant, M. S., Elizabeth, N. J., just at hand, is a reprint in pamphlet form of an able review of the subject in an article which appeared in the August number of the *American Journal of the Medical Sciences*.

"MANIAS AND MIND MEDICATION," is a reprint of a thoughtful article by Prof. John Uri Lloyd, of Cincinnati, Ohio, to whom we are indebted for a copy. The original appeared in the *Eclectic Medical Journal* in March, April, May and June, 1923. Prof. Lloyd deals with profound thinkers who are unable to adjust their perspectives, or unbalanced visionaries, although some of their critics also may be in possession of similarly one-sided intellects. The veteran scientist believes that few persons can escape biased thought on at least some subjects. He has made an interesting study of the science of the mind on new related angles which exploit much obvious truth. It is well worth reading even by those who may have the traits so common in faddish or one-idea persons.

NEW INCORPORATIONS

(Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms, the postal people may not have ready references for addresses of new business enterprises.)

Henfla Corp., Manhattan Borough, New York City, make toilet preparations, \$10,000 capital stock, has been incorporated by H. Silver, G. I. Yahr. Attorney, J. M. Herzenberg, 342 Madison avenue.

Cervi, Manhattan Borough, New York City, make toilet preparations, \$5,000 capital stock, has been incorporated by F. S. Cervi, J. R. Donnelly, J. F. Curren. Attorneys, Donnelly & Curren, 160 Broadway.

B. Kronish & Bro., Manhattan Borough, New York City, face powders, \$50,000 capital stock, has been incorporated by B. and D. Kronish, A. L. Loewy. Attorney, H. Chaityn, 27 Cedar street.

Soap Distributors Manhattan Borough, New York City, make soaps, \$10,000 capital stock, has been incorporated by G. G. Dillon, E. F. Watt, E. J. Fanning. Attorneys Elliott, Jones & Fanning, 215 Montague street, Brooklyn.

Duro Soap Co., Milwaukee, Wis., \$10,000 capital stock, has been incorporated by Roman J. Paradowski, Walter Choinski and Stanley Rastkowski.

Modern Bond Corp., manufacture collapsible tubes, \$1,500,000 capital stock, has been incorporated in Delaware by Richard W. Bond, Wilmington; Samuel C. Bond, Hollywood, Del.; John P. Cann, Newark, Del.

(Continued on Page 381)

IN MEMORIAM FOR DEPARTED FRIENDS

ANTRAM, HARRY A., sales manager for the F. N. Burt Co., Ltd., Buffalo, N. Y., September, 1922.

BRUNS, WILLIAM H. A., of the Metal Package Corporation, Brooklyn, September, 1919.

BUEDINGEN, W. L., head of William Buedingen & Son, boxes, New York and Rochester, September, 1919.

COLGATE, RICHARD MORSE, of Colgate & Co., New York, at West Orange, N. J., September, 1919.

CRUSSELLAS, RAMON, founder of Compania Nacional de Perfumeria, Havana, Cuba, September, 1921.

DAVIES, JOSEPH PIERCE, of the J. P. Davies Company, soaps, Dayton, Ohio, September, 1910.

EAVENSON, WILLIAM J., of J. Eavenson & Sons, Philadelphia, soaps, September, 1908.

FAXON, FRANK A., of the Faxon & Gallagher Drug Company, Kansas City, Mo., September, 1912.

FEENEY, NICHOLAS, retired soap manufacturer, Brooklyn, N. Y., September, 1917.

GARDENTY, ANTOINE, former partner in Bernard-Escoffier Fils, Grasse, France, September, 1919.

GOOD, JAMES, soaps, Philadelphia, September, 1910.

HANSON, STANTON I., president of the Vanitafs Co., New York, formerly of Hanson-Jenks Co., September, 1916.

KERESLAGER, MILTON W., soap manufacturer, Philadelphia, Pa., September, 1913.

LANNEN, THOMAS E., attorney Flavoring Extract Manufacturers' Association, Chicago, September, 1921.

LEWKOWITSCH, DR. JULIUS, Ph.D., chemist, of London, England, September, 1913.

LUTIES, HERMAN C. G., president Sanitol Chemical Laboratory Co., St. Louis, September, 1921.

MOLLER, CHARLES A., manufacturer of flavoring extracts, Brooklyn, N. Y., September, 1915.

MORGAN, GEORGE FREDERICK, JR., vice president of Enoch Morgan's Sons Co., soaps, New York, September, 1921.

NEVINS, SAMUEL, talc, Philadelphia, September, 1910.

OLCOTT, GEORGE MANN, president of the Dodge & Olcott Co., New York, September, 1917.

PEET, WILLIAM J., of the Peet Soap Manufacturing Company, Kansas City, September, 1910.

ROBERTSON, JOHN T., veteran Connecticut soap manufacturer, on the liner *Olympic*, September, 1922.

SELIG, JACK, sales manager for the Manhattan Can Co., Brooklyn, N. Y., September, 1922.

SMITH, ALEXANDER, long head of the Department of Chemistry, Columbia University, New York, died in Edinburgh, Scotland, September, 1922.

STETCHER, FREDERICK W., Cleveland, O., proprietor of Pompeian massage cream, September, 1917.

STOTZ, JOHN T., oil distiller, Broadheads ville, Pa., September, 1915.

Fred E. Signer

Fred E. Signer, salesman for the Butterworth-Judson Co., died September 9, at his home in Bronxville, N. Y. Mr. Signer was 54 years of age and had been ill only one week. He was born in Buffalo, and soon after completing his education engaged in the railroad business, rising to the position of general eastern freight agent of the Lehigh Valley Railroad. He resigned that position to join the Butterworth-Judson Co. in 1920.

Mr. Signer was vice-president of the Dyestuffs Section of the Synthetic Organic Chemical Manufacturers Association

and was identified with the Salemen's Association of the American Chemical Industry. He was also a member of the Drug and Chemical Club, Traffic Club of New York and the Ardsley Club. He is survived by his wife, Mrs. Lyle W. Signer; two daughters, Marjorie and Dorothy, and a brother, Charles.

Leo M. Garahan

Leo M. Garahan, proprietor of Maison Maynard, Inc., Brooklyn, and well known in the toilet preparation industry in the Metropolitan district, was drowned September 8 in the Hudson River off Spuyten Duyvil, after falling overboard from his motor boat *Lorelei*. Mr. Garahan, in company with his wife, was enjoying a motor sail when the accident happened. He was 39 years of age and resided at 349 St. Johns Place, Brooklyn.

William E. Curtis

William E. Curtis, a director in the Scovill Manufacturing Co., of Waterbury, Conn., died in August at his summer home at York Harbor, Maine, aged 68 years. Besides his interest in the Scovill Company Mr. Curtis had been prominent in civic activities. As a lawyer practicing in New York he had achieved distinction and he served as Assistant Secretary of the Treasury in the second Cleveland administration. Mr. Curtis belonged to numerous associations, including the American Bar, and his legal, business and social activities covered a wide range.

Theron C. Stearns

Theron C. Stearns, 67 years old, treasurer and general manager of the Stearns & Gordon Co., Jersey City, died August 21 at his home, 374 Forrest Street, that city. He was a graduate of Northwestern University, had practiced medicine, and since 1881 had engaged in chemical research work. He was a member of the Chemists Club of New York, the American Chemical Society, the Elks, and Masons.

Obituary Notes

William H. Mechling, president of Mechling Brothers' Chemical Co., Camden, N. J., is dead, aged 76 years. He is survived by his widow and two sons, Benjamin S. and Edward A., who are officers of the company.

Charles M. Russell, vice-president and counsel of E. Fougere & Co., 90 Beekman street, New York, died on August 11 at his home in Pelham Manor, aged 51 years. He was a member of the New York Press Club.

Thomas F. Harvey, one of the organizers of the American Chicle Co. and the National Licorice Co., died August 21 at his home, 3 Rutherford place, this city. He was sixty-seven years old.

Stephen Paschal Sharples, chemist, Cambridge, Mass., died August 20 at his summer home, Deer Isle, Maine. He was born April 1, 1842, at West Chester, Pa. Receiving his bachelor's degree from Lawrence Scientific School of Harvard University in 1866, he devoted his life work as a chemist. He was a member of numerous national organizations, including the American Chemical Society.

Henry Arnold, who until it went out of existence was secretary, treasurer and superintendent of the J. G. Haas Soap Co., St. Louis, Mo., died August 10. He was much interested in the one time Soap Manufacturers' Association. He is survived by a son, Henry G. Arnold, and two daughters.

PATENTS AND TRADE-MARKS

 De2,995	 D62,196	 D62,966	 D62,987	 167,641	BUDDY BROOKS 162,275	FEROND'S 169,381	NATIONAL IVORYWHITE M 171,167	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	QUALITY POLANA 164,794	RADIO-ACTIVE 164,160	PERFECTION M 171,944	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	JAP AROMIA M 172,197	TOOTH INSURANCE 171,452	AMBRE DE DELHI M 171,954	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	LaFuer M 171,903	PETER RABBIT 162,342	DIL-BAHAR 166,769	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	Parfait M 173,081	MARI VALDA 173,219	SMILES 176,170	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	„Tarsia“ M 173,087	GEMOIL 168,643	JANITORS FRIEND 176,642	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	HH 166,269	YE OLDE STYLE 172,644	Preba 176,642	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	PEP 172,290	WHITE LILY 176,649	WALMER 179,544	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	SAVADERA 176,936	Vanya 174,766	INNOXA 181,353	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	Use SALUZZI SANTERBA 176,745	Facina 179,261	KANER 179,485	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	SAVON NINON 179,107	KING TUT 178,159	VALONA 179,123	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	ONE 170,696	Rue De La Paix 180,017	RID-GERM 179,119	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	TARTAROFF 180,993	LEMO LULSTON 181,276	BARKELENE 180,416	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	EWING'S KUTZIT SOAP PASTE 180,424	VAH-DAH 180,986	CHAMPS 180,069	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	KING TUT 180,627	MARVELETTE 179,145	MAI-TON 180,199	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	NOHAIR 180,146	GEORGETTE 180,021	DAPHO 178,701	 158,534
 D62,995	 D62,196	 D62,966	 D62,987	 167,641	ORANGE 181,211			

NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

Designs Patented are designated by the letter "D." All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.

Perfumer Pub. Co.

14 Cliff St., New York

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

158,534.—Frank T. Morrissey, doing business as Lowell Products Company, Lowell, Mass. (Filed Jan. 27, 1922. Used since March 19, 1921.)—Food-Flavoring Extracts.

161,792.—Poland Soap Works, Anniston, Ala. (Filed April 5, 1922. Used since May 7, 1921.)—Washing Pow-

der, Oil Soap, Liquid Soap, Chip Soap, Laundry Soap, Soap Stock, and Green Soap.

162,375.—Buddy Brooks, Inc., Marshall, Mich. (Filed April 17, 1922. Used since Feb. 2, 1922.)—Talcum Powders.

162,729.—Grace D. Earl, Chicago, Ill. (Filed April 22, 1922. Used since Sept. 1, 1920.)—Face Powder, Talcum Powder, Perfume, Rouge, Hair Tonic, Hand Jellies, Nail Polish, Lip Stick, Nail Bleach, Cuticle Oil, Cuticle Cream, Cold Cream, Smelling Salts, Brilliantine, Astringent Lotions, Complexion Meal, Toilet Water, and Hand Whitener.

162,932.—William H. Johnson, New York, N. Y., assignor to The Tin Decorating Company of Baltimore, Baltimore, Md., a Corporation of New Jersey. (Filed April 26, 1922. Used since April 21, 1922.)—Flavoring Extracts for Flavoring Food Products.

164,060.—Albert Malsin, New York, N. Y. (Filed May 18, 1922. Used since May 1, 1922.)—Soap.

166,369.—Holstein Harvey, Inc., Wilmington, Del. (Filed July 1, 1922. Used since April 13, 1922.)—Flavoring Extracts for Food.

166,869.—The Anglo Indian Drug & Chemical Co., doing business as Kamini Perfumery Co., Bombay, India. (Filed July 14, 1922. Used since July 1, 1908.)—Perfumery as a Toilet Article and for Use in Other Toilet Preparations, and Hair Oil.

167,841.—DeGuile Laboratories, Inc., Minneapolis, Minn. (Filed Aug. 5, 1922. Used since 1918.)—Muscle Oil, Acne Lotion, Bleaching Lotion, Lemon Cream, Cleansing Cream, and Skin Tonic.

168,603.—Gem-Air Permanent Wave Co., Inc., New York, N. Y. (Filed Aug. 23, 1922. Used since April, 1921.)—Oily Preparation for Producing Permanent Waves in the Human Hair.

169,581.—Jules Ferond Co., Inc., New York, N. Y. (Filed Sept. 18, 1922. Used since April, 1910.)—Preparation for the Treatment of the Scalp.

171,452.—Charles C. Cummins, Columbus, Ohio. (Filed Nov. 1, 1922. Used since July 1, 1922.)—Dentifrice.

172,644.—Garrett & Co., Inc., Brooklyn, N. Y. (Filed Nov. 28, 1922. Used since Nov. 24, 1921.)—Food-Flavoring Extracts.

173,219.—Albert H. Thompson, doing business as Mari Valda Beauty Products Co., San Francisco, Calif. (Filed Dec. 11, 1922. Used since March, 1904.)—Beauty Paste and Hair Tonic.

173,701.—Ellen Terry Cook, Buffalo, N. Y. (Filed Dec. 22, 1922. Used since Dec. 16, 1922.)—Emollient for Treating Feet.

173,779.—Oakley & Co., Inc., New York, N. Y. (Filed Dec. 23, 1922. Used since January, 1909.)—Perfume, Toilet Waters, Talcum Powder, Face Powder, Bath Powder, Bath Salts, Smelling Salts, Lip Sticks, Eyebrow Pencils, Vanishing Cream, Cold Cream, Tooth Powder, Tooth Paste, Hand Lotions, Face Lotions, Hair Tonic, Depilatory Powder, and Deodorizing Cream.

175,194.—Haskins Brothers & Company, doing business as Petroleum Soap Company, Omaha, Neb.; Sioux City, Iowa, and St. Paul, Minn. (Filed Jan. 27, 1923. Under ten-year proviso. Used since 1891.)—Laundry Soap.

175,504.—MacLean Drug Company, Chicago, Ill. (Filed Feb. 3, 1923. Used since November, 1918.)—Shoe Polish, Shaving Cream for Softening the Beard, Shaving Stick, Soap in Bars and Liquid Form, Fabric Cleaners, Metal Polish, Leather Dressing, Cleaning Preparation for Wood, Glass and Stone Surfaces, Hand-Cleaning Preparations, Cleaning Pads for Removing Spots from Cloth, Soap Flakes and Powders, Neat's-Foot Oil, Fuller's Earth for Detergent Purposes, Whiting for Footwear.

176,025.—Houbigant, Inc., New York, N. Y. (Filed Feb. 14, 1923. Used since February, 1900.)—Perfume, Toilet Water, Face Powder, Toilet Powder, Face Creams, Lotions for the Face and Hands, Rouge, Eau De Cologne, Bath Salts, Sachet Powder, and Brilliantine.

176,250.—Colgate & Company, Jersey City, N. J. (Filed Feb. 19, 1923. Used since Dec. 22, 1921.)—Soap for Shaving.

176,309.—Albaco Company, San Francisco, Calif. (Filed Feb. 19, 1923. Used since July 1, 1922.)—Foot-Relief Powder, Massage Cream, Vanishing Cream, Superfine Talc, Shampoo Supreme Hair Pomade, Depilatory; Astringent—

Lilas Fleur Toilette, Toilet Water, Face Powders, Anti-chap Lotion, Perfumes.

176,642.—Neutral Soap Co., Chicago, Ill. (Filed Feb. 26, 1923. Used since June 25, 1922.)—Washing Cleanser.

176,765.—Pasquale Saluzzi, doing business as Economic Perfume Manufacturing Co., Brooklyn, N. Y. (Filed Feb. 28, 1923. Used since Nov. 15, 1922.)—Hair Tonic and Skin Lotion.

176,890.—Empire Soap Company, Inc., New York, N. Y. (Filed March 3, 1923. Used since Aug. 22, 1921.)—Toilet Soap.

177,275.—Leon Claverie, Paris, France. (Filed March 12, 1923. Used since Nov. 23, 1921.)—Depilatory.

177,308.—H. R. Lovell & Co., Greenville, Pa. (Filed March 12, 1923. Used since Nov. 1, 1922.)—Preparation for the Treatment of Itching and Diseased Scalps, Dandruff, and Eczema to Prevent Falling Hair.

177,414.—Union Pharmacal Company, Kansas City, Mo. (Filed March 13, 1923. Used since Jan. 3, 1923.)—Face Cream, Finishing Cream, Bleaching Cream, Cold Cream, Vanishing Cream, Almond Cream, Lemon Cream, Cocoa-Butter Cream, Menthol Cream, Witch-Hazel Cream, Massage Cream, Tooth Paste, Face Powder, Talcum Powder, Compact Powder, Styptic Powder, Sachet Powder, Toilet Powder, Face Rouge, Lip Rouge, Lip Stick, Nail Polish, Dentifrice, Toilet Waters, Face Lotion, Body Lotion, Peroxide, Hair Tonic, Hair Oil, Hair Dressing, Liquid Brilliantines, Solid Brilliantines, Champoos, Stringents, Depilatory, Deodorizing Preparations, Facial Clay Pack, Wrinkle Paste, Perfumes, Liquid Dressing for Curling and Waving the Hair and Extract for Handkerchiefs.

177,443.—Adolf J. Kleis, doing business as Sheik Toilet Products Company, Chicago, Ill. (Filed March 14, 1923. Used since Jan. 29, 1923.)—Hair Dressing.

178,231.—Danya, Inc., New York, N. Y. (Filed March 29, 1923. Used since March 8, 1923.)—Rouge Vanishing Cream.

178,290.—Louis Singer, doing business as L. S. Laboratories, New York, N. Y. (Filed March 29, 1923. Used since March 15, 1923.)—Liquid Nail Polish, Nail Polish Remover, Nail Polish in Cake Form, a Paste Polish, a Nail White, and a Cuticle Remover.

178,330.—The Cannon Toilet Manufacturing Co., St. Paul, Minn. (Filed March 30, 1923. Used since January 21, 1921.)—Face and Hand Lotions, Face Creams, and Hair Pomades.

178,416.—Terra Vitae Company, Chicago, Ill. (Filed March 31, 1923. Used since March 10, 1923.)—Beauty Clay, a Composition for Treatment of the Skin.

178,426.—Horace F. Callow, doing business at Kekionga Scalp Tonic Company, Decatur, Ind. (Filed April 2, 1923. Used since March, 1922.)—Medical Compounds, Being a Liquid Preparation Composed of Drugs and Chemicals to be Used to Cleanse the Scalp and Preserve the Hair.

178,486.—Princetta Woodard, Chattanooga, Tenn. (Filed Apr. 2, 1923. Used since Sept. 1, 1922.)—Hair Grower, a Pressing Oil, a Temple Grower, and a Corn Salve.

178,609.—Haskins Brothers & Company, Sioux City, Iowa and Omaha, Neb. (Filed April 5, 1923. Used since 1865.)—Soap.

178,698.—Five-In-One Manufacturing Co., Dallas, Tex. (Filed April 6, 1923. Used since Nov. 15, 1911.)—Hair Tonic and Shampoo.

178,701.—American Witch Hazel Supply Co., New York, N. Y. (Filed April 7, 1923. Used since Aug. 1, 1921.)—Perfume Extract, Talcum Powder, Cold Cream, Massage Cream, Hair Dressing, Face Lotion, Coconut Oil, Shampoo, Brilliantine, Rolling Cream, Scalp and Hair Tonic, and Toilet Water.

178,766.—Morana, Incorporated, New York, N. Y. (Filed April 7, 1923. Used since March 29, 1923.)—Artificial-Vanilla Materials Suitable for the Manufacture of Flavoring Extracts.

178,934.—Salvaderm Co., New York, N. Y. (Filed April 10, 1923. Used since June, 1916.)—Skin Lotion.

178,961.—De Cameron, Inc., New York, N. Y. (Filed April 11, 1923. Used since Oct. 1, 1921.)—Perfumes.

179,085.—Jacob Barab, doing business as Aniseptol Chem-

ical Co., Wilmington, Del. (Filed April 13, 1923. Used since March 29, 1923.)—Emollient for Use for Chapped Skin, Sunburn and All Skin Irritations.

179,107.—Lightfoot Schultz Company, Hoboken, N. J. (Filed April 13, 1923. Used since Jan. 15, 1923.)—Soaps.

179,119.—The Western Chemical Co., Inc., Seattle, Wash. (Filed April 13, 1923. Used since Sept. 10, 1921.)—Double-Acting Alkaline Hypochlorite Solution Used as a Cleanser or Detergent, a Sterilizer, a Disinfectant, a Deodorizer, a Bleaching Agent, and a Mouth Wash.

179,123.—Roman H. Wojciechowski, doing business as Valona Manufacturing Co., Brooklyn, N. Y. (Filed April 13, 1923. Used since April 2, 1923.)—Liquids and Ointments for Scalp and Skin.

179,159.—Minneapolis Brewing Company, doing business as Kunz Preparations Co., Minneapolis, Minn. (Filed April 14, 1923. Used since April 1, 1923.)—Bay Rum, Witch-Hazel, Alcohol Body Rub, Medicated Grain Alcohol for Massaging Purposes (Vigotone), Face Lotions, Quinine Hair Tonic, Quinine Hair Oil, Dandruff Cure, Liquid Shampoo, Coconut-Oil Shampoo, and Toilet Water.

179,201.—Haskins Bros. Company, Sioux City, Iowa. (Filed April 16, 1923. Used since July 31, 1922.)—Soap.

179,227.—Irving Selkow, doing business as Washington Barber Supply Co., New York, N. Y. (Filed April 16, 1923. Used since Jan. 15, 1923.)—Hair Tonic.

179,345.—The Arroway, Chicago, Ill. (Filed April 19, 1923. Used since Feb. 15, 1923.)—Face Powder, Cold Cream, Hair Pomade, Brilliantine, Toilet Water, Perfume, Hair Tonic, Smoothing Oil for Making the Hair Lie Flat, Talcum Powder, Hair Grower in the Form of a Liquid to be Applied to the Scalp, Hair Beautifier in the Form of a Thick Liquid for Imparting Glossiness to the Hair, Pressing Oil, Scalp Stimulator in the Form of a Liquid to be Applied to the Scalp to Remove Dandruff, Hair Velvet Cream for Men Comprising a Thick Liquid for Imparting Glossiness to the Hair and Making It Lie Flat, Hair Lustre Comprising a Liquid to be Applied to the Hair for Imparting Glossiness Thereto, Skin Beautifier Comprising a Combined Cream, Powder, and Rouge.

179,461.—Delica Laboratories Co., Chicago, Ill. (Filed April 21, 1923. Used since Jan. 27, 1923.)—Lip Sticks, Eye Brow and Lash Dressing, Cold Cream, Vanishing Cream, Rouge, Face Powder, Talcum Powder, Toilet Water, Perfume.

179,485.—Herbert Clyde Schaefer, Denver, Colo. (Filed April 21, 1923. Used since Sept. 30, 1922.)—Face Powders, Sachet Powders, Skin Creams, Face and Hand Lotions, Hair Tonics, and Skin Whitener.

179,544.—J. S. Merrell Drug Company, St. Louis, Mo. (Filed April 23, 1923. Used since June, 1920.)—Boric Acid, Carbolic Acid, Oxalic Acid, Salicylic Acid, Tartaric Acid, Denatured Alcohol, Lump Alum, Powdered Alum, Aromatic Spirits Ammonia, Ammonia Water, Antiseptic Solution, Asafetida, Elm Bark, Sassafras Bark, Bay Rum, Blue Vitriol, Powdered Borax, Calamine, Camphor Liniment, Camphor Spirits, Capsicum, Cardamom Seed, Celery Seed, Prepared Chalk, Chlorate Potash, Chloroform Liniment, Licorice Compound, Crystal Copperas, Powdered Copperas, Coriander Seed, Cream Tartar, Epsom Salts, Essence Peppermint, Eye Wash, Flaxseed Meal, Whole Flaxseed, Formaldehyde Solution, Glycerin, Glycerin and Rose Water, Hydrogen Peroxide, Sugar of Lead, Henna Leaves, Powdered Henna Leaves, Senna Leaves, Powdered Senna Leaves, Lime Water, Moth Balls, Mustard Plasters, Neutralizing Cordial, Castor Oil, Mineral Oil for External Use, Sweet Oil, Olive Oil, Paregoric, Permanganate Potash, Rochelle Salt, Powdered Orris Root, Saltpeter, Sea Salt, Fennel Seed, Hemp Seed, Shaving Lotion, Soap Liniment, Soda Bicarbonate, Sodium Fluoride, Spirits Niter, Sugar of Milk, Sulphur Flower, Sulphur Sublimed, Sulphur Roll, Tincture Arnica, Tincture Iodine, Talcum, Turmeric, Turpentine, Whiting, Spanish; Witch Hazel Extract, Zinc Oxide.

179,655.—William B. Cleves, doing business as Karmol Laboratory, Washington, D. C. (Filed April 25, 1923. Used since April 14, 1923.)—Beauty Clay.

179,793.—Louis Hofer, doing business as Foot Balm Company, Cincinnati, Ohio. (Filed April 27, 1923. Used since March 20, 1923.)—Foot Balm.

179,945.—Marvelette Company, Defiance, Ohio. (Filed April 30, 1923. Used since Jan. 18, 1923.)—Hair Tonic.

179,966.—Ludwig Scherk, Berlin, Germany. (Filed April 30, 1923. Used since Jan. 1, 1923.)—Perfumery, Cream for External Use, Lotion for External Use, Rouge, Hair Tonic, Mouth Wash, and Tooth Paste.

180,017.—LeBenart Import Company, Inc., New York, N. Y. (Filed May 1, 1923. Used since March 15, 1921.)—Perfumes.

180,021.—Merrimac Laboratories, Inc., New York, N. Y. (Filed May 1, 1923. Used since February, 1922.)—Nail Polish.

180,066.—Hutchinson S. Hinkle, doing business as The Leclare Laboratories, New York, N. Y. (Filed May 2, 1923. Used since July 22, 1922.)—Hair Remover.

180,069.—A. M. Katzman Corp., New York, N. Y. (Filed May 2, 1923. Used since Feb. 1, 1922.)—Perfumes.

180,099.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed May 3, 1923. Used since May, 1910.)—Perfumes, Toilet Water, Face Powder, Sachet Powder, Talcum Powder, Brilliantine, Eau de Cologne, Lotion for the Hair.

180,104.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed May 3, 1923. Used since May, 1916.)—Perfumes, Toilet Water, Face Powder, Compact Powder, Sachet Powder, Talcum Powder, Brilliantine, Eau de Cologne, Hair Lotion and Lip Stick.

180,416.—William J. Burns, Brooklyn, N. Y. (Filed May 10, 1923. Used since 1922.)—Hair Tonic.

180,424.—Charles E. Ewing, doing business as Ewing Kutzit Soap Manufacturing Company, Lincoln, Nebr. (Filed May 10, 1923. Used since Nov. 6, 1919.)—Soap Compounds—Namely, Soap Paste, Special Hand Soap and Special Hand Sand Soap, Soap for Domestic Use, and Polishing Soap.

180,452.—Mueller & Goetz, Galion, Ohio. (Filed May 10, 1923. Used since March 15, 1923.)—Preparation for Cleaning Clothes and Fabrics.

180,543.—Magnus Chemical Company, Inc., Brooklyn, N. Y. (Filed May 12, 1923. Used since May 2, 1922.)—Soap for Detergent Purposes and Soap Mixtures for Cleaning Finished Surfaces.

180,613.—Microba Antiseptic Co., Grand Forks, N. Dak. (Filed May 14, 1923. Used since June, 1922.)—Coconut-Oil Shampoo.

180,723.—The Remiller Co., New York, N. Y. (Filed May 16, 1923. Used since May 5, 1923.)—Rouge.

180,791.—Dainty-Form Company, Inc., New York, N. Y. (Filed May 18, 1923. Used since May 11, 1923.)—Fat-Reducing Cream.

180,827.—A. P. Babcock Company, New York, N. Y. (Filed May 19, 1923. Used since March 1, 1923.)—Talcum Powder, Face Powder, Rouge, Toilet Water, Perfume, Bath Salts, Cold Cream, Cream Balm, Sachet, Incense, Skin Lotion, Vanishing Cream, and Cleansing Cream.

180,865.—Independent Drug Company, Jacksonville, Fla. (Filed May 19, 1923. Used since February, 1920.)—Toilet Preparations—namely, Almond Cream, Cold Cream, Peroxide Cream, Quinine and Sage Hair Tonic, and Dental Cream.

180,940.—Nelson, Baker & Company, Detroit, Mich. (Filed May 21, 1923. Used since May 10, 1923.)—Face Powder and Cold Cream.

180,966.—Lucie R. Davis, Independence, Kans. (Filed May 22, 1923. Used since Feb. 1, 1922.)—Hair Grower.

180,980.—The William P. Kahn Corp., St. Louis, Mo. (Filed May 22, 1923. Used since January, 1923.)—Chemical Preparation for the Treatment of the Skin.

180,986.—Kathleen May Quinlan, New York, N. Y. (Filed May 22, 1923. Used since January, 1905.)—Toilet Creams and Astringents.

180,989.—George C. Spencer, doing business as Spencer Perfume Company, South Bend, Ind. (Filed May 22, 1923. Used since May 5, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, and Rouges.

180,993.—Walter H. Waddell and Bertha Waddell, doing business as Tartaroff Co., Chicago, Ill. (Filed May 22, 1923. Used since August, 1921.)—Preparations for Removing Tartar, Film, and Discolorations from the Teeth.

181,023.—Charles L. Green, New Orleans, La. (Filed May 23, 1923. Used since April 1, 1922.)—Hair Grower and Dandruff Preparation.

- 181,276.—Homer J. Handley, Chappell, Nebr. (Filed May 28, 1923. Used since April 10, 1922.)—Skin Lotion.
 181,287.—Leigh Chemist, Inc., New York, N. Y. (Filed May 28, 1923. Used since April 18, 1923.)—Perfumes.
 181,288.—Leigh Chemist, Inc., New York, N. Y. (Filed May 28, 1923. Used since April 30, 1923.)—Perfumes.
 181,335.—Bouvier Laboratories, Inc., Haverhill, Mass. (Filed May 29, 1923. Used since March 29, 1923.)—Greaseless Hair Dressing.
 181,353.—Societe Anonyme des Laboratoires Innoxa, Paris, France. (Filed May 29, 1923. Used since Nov. 5, 1919.)—Toilet Powder, Cold Cream, Eau de Cologne, Perfumes, Dentifrices, Face and Hair Lotion.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Mar. 19, 1920)

(These Registrations Are Not Subject to Opposition)

- 171,903.—Frederick La Fuer, doing business as The La Fuer Company, Detroit, Mich. (Filed Feb. 28, 1923. Serial No. 176,743. Used since Apr. 29, 1921.)—Hair Restorative.
 171,911.—Richard Hudnut, New York, N. Y. (Filed Dec. 12, 1922; Serial No. 173,235. Used since June, 1915.)—Rouge.
 171,917.—Glossy Straight Manufacturing Co., Selma, Ala. (Filed Oct. 11, 1922. Serial No. 170,581. Used since June 22, 1922.)—Hair Dressing.
 171,929.—James J. Bradley, New York, N. Y. (Filed April 28, 1923. Serial No. 179,850. Used since September, 1916.)—Soap.
 171,944.—Consolidated Rendering Co., Boston, Mass. (Filed April 30, 1921. Serial No. 147,013. Used since 1901.)—Tallow for Soap Making.
 171,952.—Jean Jordeau, Inc., South Orange, N. J., and New York, N. Y. (Filed March 20, 1923. Serial No. 177,743. Used since May, 1920.)—Preparation for the Treatment of Eyelashes.
 171,954.—Maurice Babani, Paris, France. (Filed Feb. 3, 1923. Serial No. 175,456. Used since 1920.)—Perfume Extracts, Lotions, Toilet Waters, Toilet Powders, Eau de Cologne, Dentifrices, Rouges, and Rice Powder.
 171,967.—National Drug Stores Corp., New York, N. Y. (Filed Jan. 4, 1922. Serial No. 157,498. Used since Oct. 17, 1921.)—Tooth Paste.
 172,177.—The American Ammonia Company, New York, N. Y. (Filed Sept. 8, 1922. Serial No. 169,196. Used since March 1, 1909.)—Soluble Washing Compounds.
 173,081.—Hardy Newman & Co., also doing business as Parfait Powder Puff Co., Chicago, Ill. (Filed May 28, 1923. Serial No. 181,303. Used since May, 1920.)—Powder Puffs.
 173,087.—Ludwig Scherk, Berlin, Germany. (Filed April 30, 1923. Serial No. 179,967. Used since Jan. 1, 1913.)—Perfumery, Face Cream, Face Lotion, Rouge, Hair Tonic, Mouth Wash, and Tooth Paste.

DESIGNS PATENTED

- 62,889.—Dropper Bottle. Thomas A. De Vilbiss, Toledo, Ohio, assignor to The De Vilbiss Manufacturing Company, Toledo, Ohio, a Corporation of Ohio. Filed Oct. 24, 1921. Serial No. 510,148. Term of patent 3½ years.
 62,928.—Vanity Box. Burdon P. Hyde, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Dec. 9, 1922. Serial No. 4,551. Term of patent 7 years.
 62,962.—Vanity Box. Philip A. Reutter, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Dec. 9, 1922. Serial No. 4,550. Term of patent 7 years.
 62,965.—Vanity Box. Emerson H. Tompkins, Waterbury, Conn., a Corporation of Connecticut. (Filed Dec. 9, 1922. Serial No. 4,548. Term of patent 7 years.
 62,966.—Vanity Box. Emerson H. Tompkins, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Dec. 9, 1922. Serial No. 4,549. Term of patent 7 years.
 62,987.—Face-Powder Box. William H. Green, New York, N. Y., assignor to The Remiller Co., New York, N. Y., a

Corporation of New York. Filed Dec. 7, 1922. Serial No. 4,518. Term of patent 14 years.

62,995.—Bottle. William Kropff, New York, N. Y. Filed Feb. 3, 1923. Serial No. 5,061. Term of patent 7 years.

62,996.—Bottle. William Kropff, New York, N. Y. Filed Feb. 3, 1923. Serial No. 5,062. Term of patent 7 years.

63,005.—Vanity Box. Edwin Ross, New York, N. Y., assignor to Woodworth, Incorporated, New York, N. Y., a Corporation of New York. Filed Jan. 19, 1923. Serial No. 4,938. Term of patent 7 years.

63,015.—Toilet-Powder Receptacle. Philip K. Williams, Glastonbury, Conn., assignor to The J. B. Williams Company, Glastonbury, Conn., a Corporation of Connecticut. Filed Dec. 15, 1922. Serial No. 4,604. Term of patent 14 years.

PATENTS GRANTED

1,464,552.—Vanity Box. Eleanor A. Warner, St. Paul, Minn. Filed July 3, 1922. Serial No. 572,526. 7 Claims. (Cl. 240-8.4.)

A vanity box comprising a body portion having a side wall and a bottom, a receptacle for holding powder, less in depth than said body portion telescoping into the latter and spaced from the bottom thereof to form a battery receiving chamber, a cover for said body portion mounted to swing upwardly, a mirror carried by said cover on the inside thereof, and electrical illuminating means for said mirror, said means including a dry cell battery in said chamber, an electric light bulb located between the top and bottom of said receptacle, and means in operative connection with said cover for holding the light circuit open when the box is closed responsive to a closing movement of said cover.

1,465,530.—Bath Sales. Herbert Wilson Smith, Washington, D. C. Filed Jan. 18, 1922. Serial No. 530,166. 2 Claims. (Cl. 167-9.)

1. A new composition of matter consisting of a pine oil incorporated with sodium bicarbonate, with an addition of Canadian balsam in dry powdered form, magnesium sulphate and sodium chloride.

2. The method of preparing a bath salt, consisting in mixing a pine oil with an alkali to absorb and render said oil emulsifiable, adding Canadian balsam in dry powdered form to the resultant product and mixing the same therewith, and adding magnesium sulphate and sodium chloride to the mixture.

1,465,535.—Powder Puff. Joseph E. Valentine, Flushing, N. Y., assignor to Valmont Manufacturing Co., Inc., a Corporation of New York. Filed Sept. 27, 1919. Serial No. 326,881. 6 Claims. (Cl. 132-78.5.)

A powder puff of the character described, including, in combination, a frame formed of a pair of rings, one of said rings being less in exterior diameter than the interior diameter of the other so that it may be positioned therein, material covering the front face of one ring and other material covering the rear face of the other ring, the edges of both pieces of material being clamped between the exterior edge of the smaller ring and the larger ring, whereby said material is unsupported except at the edges of the frame so that both covers for substantially their full areas are flexible and yielding in use.

1,465,566.—Powder Puff. Theodore W. Schramm, Bay City, Mich. Filed Sept. 28, 1922. Serial No. 591,190. 4 Claims. (Cl. 132-78.5.)

A powder puff having a flexible cord or ribbon secured thereto, a powder containing receptacle attached to said cord, an opening in the puff adapted to secure the receptacle when not in use, and means for closing said opening.

1,467,764.—Vanity Box. Anker S. Lyhne, Bridgeport, Conn. Filed Dec. 20, 1922. Serial No. 608,103. 5 Claims. (Cl. 132-83.)

In combination a box, means for securing a powder compact in said box comprising a plate provided with one or more slits leading from one side thereof to provide one or more resilient tongues extending at one side of the plate, and means for rigidly securing the plate to a wall of the box in position to allow the tongue to extend over the edge of a compact and hold it in position, said tongue or tongues

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being yieldable with respect to the plate to allow insertion and removal of the compact without removing the plate.

1,467,768.—Container. Arthur Schoenbrun, New York, N. Y., assignor to Magnum Import Co., Inc., New York, N. Y. (Filed May 23, 1922. Serial No. 563,144. 1 Claim. (Cl. 215-1.)

A receptacle of the character specified, comprising a bottle having oppositely disposed lateral overhung hook members and a shoulder beneath each hook member so as to form a cavity between each shoulder and its adjacent hook member and a stopper for insertion in said bottle, said stopper having a head with a groove normally in alignment with said shoulders and extending from one side to the other of said head, said groove and said cavities being adapted for the reception of a flexible cord to retain the stopper in position in the bottle.

CANADIAN PATENTS AND TRADE MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trademark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trademarks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trademarks, designs, registrations, copyrights, etc., should be addressed to:

PATENT AND TRADEMARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

233,360, container, A. H. Trageser and Louis Hassinger, of New York City.

233,890, tooth cleansing preparation, Special Chemical Co., assignee of Carl Pfanstiehl, Highland Park, Ill.

234,019 and 234,020, method of extracting oil and process of extracting oil and fat from vegetable material, "Cellulose et Papiers" Societe de Recherches et d'Applications, assignee of Alfred Le Chatelier, both of Paris, France.

234,037, process of cracking hydrocarbon oils, Standard Oil Co., of San Francisco, Cal., assignee of Richard Wright Hanna, William Daniel Mason and Walter G. Hamilton.

TRADE MARKS REGISTERED IN CANADA

"Noxon," metal polishes, etc., Noxon Chemical Products Co., Newark, N. J.

"Vivette," "Fleurs de Bagdad," and "Les Saisons," perfumery and toilet preparations of all kinds, Herman Rudolph Dorken, Montreal, Quebec.

"Aricyl," "Odylen," "Pulbit," "Venetan," "Tolid," "Allegan," "Certain," "Ustin," "Solbar," and "Uspulun," drugs and chemicals, Winthrop Chemical Co., Inc., New York.

"Solveo," cleaner for ceramics, Sinclair Mfg. Co., Toledo, O.

"Skybryte," cleanser, Skybryte Co., Cleveland, O.

"Cre-o-vin," medicine, Frederick Stearns & Co. of Canada, Ltd., Windsor, Ont.

"Mug," shaving soap and picture of a mug, J. B. Williams Co., Glastonbury, Conn.

"Rhodia," chemical products, perfumery, etc., Societe Chimique des Usines du Rhone, 21 Rue Jean Goujon, Paris.

"Farfait Bonheur," perfumes, etc., J. Jutras, Montreal.

"Hulda," face powders, creams, hair tonics, depilators, etc., Hulda C. Johnson, Chicago, Ill.

"Metallo," Metalon Products Corps., New York.

"Za-Rex," flavoring extracts and flavor syrups for non-alcoholic beverages, Za-Rex Food Products, Inc., Boston, Mass.

"Perfection," bottle caps, Smith-Lee Co., Oneida, N. Y.

Hair Restorer

Customer (to barber): "Your hair-restorer has made my hair come out more than ever."

Barber: "Using too much makes the hair come right out, instead of only half-way."—*Western Druggist*.

NEW INCORPORATIONS

(Continued from Page 375)

Radiol Laboratories Co., Cincinnati, Ohio, perfumery, \$25,000 capital stock, has been incorporated by Otto Hirschfeld, William E. Foertmeyer, Edward Elmer Ebding, Albert Jacob Conrad and Charles W. Evans.

Coin De Paris, Manhattan Borough, New York City, perfumery, \$10,000 capital stock, has been incorporated by A. Foulds, Jr., D. J. Dowling. Attorney, J. S. Galland, 120 Liberty street.

Sanitary Liquid Soap & Supply Co., Philadelphia, \$25,000 capital stock, has been incorporated in Delaware for clients by the Corporation Guarantee & Trust Co.

Daunou, Manhattan Borough, New York City, compound perfumes and druggists' sundries, 150 shares preferred stock \$100 each, 100 common no par value, active capital \$500, has been incorporated by M. Madio, R. Morel, R. O. Desvernine. Attorneys, Hornblower, Mills & Garrison, 24 Broad street.

James Parfumeur, Manhattan Borough, New York City, toilet preparations, \$75,000 capital stock, has been incorporated by J. J. Nevins, C. Kennedy, M. L. Phelan. Attorney, M. Nave, 2 Rector street.

Edna Wallace Hopper, Wilmington, manufacture toilet effects, \$100,000 capital stock, has been incorporated in Delaware for clients by the Corporation Trust Co. of America.

Baldpate Co., Manhattan Borough, New York City, toilet preparations, \$50,000 capital stock, has been incorporated by M. Honic, L. and H. Westphal. Attorney, T. F. Gryer, 150 Nassau street.

Marvo Beauty Laboratories, Manhattan Borough, New York City, toilet preparations, \$20,000 capital stock, has been incorporated by W. Witol, J. Drem, S. Gloushokoff. Attorney, A. Vogel, 280 Broadway.

Princess Laboratories, Manhattan Borough, New York City, toilet articles, \$5,000 capital stock, has been incorporated by J. McNulty, W. Campbell, H. Story. Attorney, B. R. Leinhardt, 44 Court street, Brooklyn.

Perfumerie Venus, Manhattan Borough, New York City, \$10,000 capital stock, has been incorporated by E. Lamm, B. Goodman, F. Porsh. Attorneys, Prince & Loeb, 19 Cedar street.

Calou, Manhattan Borough, New York City, perfumes, \$5,000 capital stock, has been incorporated by M. D. Schwabe, A. Westheimer, M. Green. Attorney, S. T. Stern, 41 Park Row.

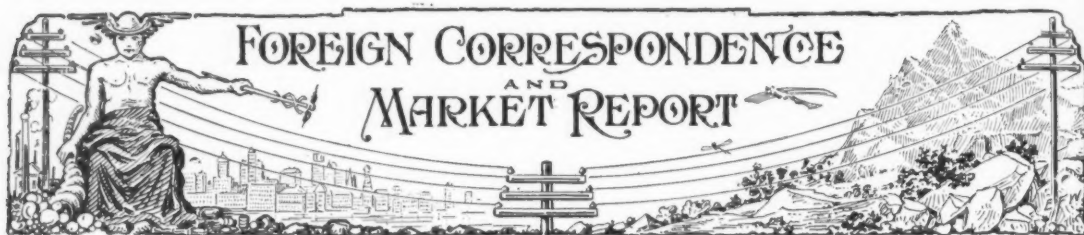
Cremondate Co., Brooklyn Borough, New York City, fruit juices, \$50,000 capital stock—has been incorporated by T. G. and L. and M. J. Indell. Attorneys, Smith, Weynberg & Rich, 44 Court street, Brooklyn.

Porborg-Demoor, Manhattan Borough, New York City, make olive and vegetable oils, \$50,000 capital stock, has been incorporated by H. Ehrick, M. Chonack, W. S. Tienken. Attorneys, Herman & Ernst, 170 Broadway.

Pro-Ven Laboratories, Wilmington, powder, perfumes, \$500,000 capital stock, has been incorporated in Delaware for clients by the Colonial Charter Co.

Perfection Toilet Preparations Co., Queens Borough, New York City, \$125,000 capital stock, has been incorporated by J. C. Dietsch, H. Cook, P. Rufmartin. Attorney, F. W. Ritter, Long Island City.

Salas Chemical Co., Philadelphia, manufacture barber supplies, \$160,000 capital stock, has been incorporated in Delaware by Ralph Rosenfelt, Louis Rosenfelt, Gustave Kohn.



AUSTRIA

NEW TAX ON TOILETRY SALES.—A law has gone into effect in Austria under which all sales of articles of every kind are subject to a governmental tax amounting to one per cent ad valorem. The sale of so-called "Luxury Articles," including toilet articles, is subject to a further tax of 12 per cent ad valorem. However, if such luxury articles are bought for the purpose of reselling, this tax of 12 per cent is not levied. In order to avoid the payment of this 12 per cent tax, buyers from foreign countries have to produce a certificate from their Chamber of Commerce to the effect that they are merchants or dealers in such articles.

[Detailed information may be obtained from the Austrian Consulate General, 24 State street, New York City.]

CHINA

ROSIN AND TURPENTINE.—Consul Webber, at Hongkong, reports: Four grades of rosin are imported—namely G, H, J and L. The first two are most in demand. Rosin is used for soldering and also in the manufacture of soap, paper, and cheap varnish. India furnishes about 80 per cent of the imports, the remainder coming equally from the United States and the Federated Malay States.

Turpentine is used chiefly in connection with the local soap-making industry. Only a small quantity is brought into the country. Great Britain supplies 70 per cent of the imports, while the United States and the Dutch East Indies each furnish about 15 per cent of the remainder.

DOMINICAN REPUBLIC

PERFUMERY AND SOAP.—Vice-Consul George A. Makinson, at Santo Domingo, reports these imports into the Dominican Republic:

Perfumery, cosmetics and other toilet preparations: 1913, \$43,776; 1919, \$82,628; 1920, \$296,062; 1921, \$119,173. Soap: 1913, \$86,884; 1919, \$783,140; 1920, \$701,485; 1921, \$301,939.

DUTCH EAST INDIES

REVISION OF CUSTOMS TARIFF PROPOSED.—A revised customs tariff for the Dutch East Indies will be presented to the Volksraad in October. It is understood that the revision will principally affect luxury articles, and that the present limit of 12 per cent ad valorem imposed on imports will not be exceeded.

GERMANY

LEIPSIK FAIR A FIZZLE.—The annual Michaelmas Fair proved a failure. There were hardly any American buyers, although the United States dollar standard dominated in fixing values. The toy market was as dead as Tut-Ankh-

(Continued on Page 384)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

The month has been featured by a continually improving demand for goods and a gradual stiffening of sellers' ideas on most of the principal items in the perfumers' requirements. Buyers have not been backward about coming into the market with full confidence in the future. They are apparently as well aware as anyone that values are likely to be higher on many materials in the near future and that purchases made now may well show a handsome profit later in the season. The costs of most of the materials on the list are higher now than they were a year ago and it is reasonable to suppose that with business steadily improving and costs higher, advances in spot prices are practically inevitable. To what extent these advances will materialize in the immediate future and to what degree they will be deferred until later depends almost wholly upon the size and character of stocks here. It may be said that there are still considerable stocks of some of the more important materials available from last year's supplies, but there are others on the list which are in light supply and which will undoubtedly feel the effects of higher production costs in the very near future.

The floral essences, with the single exception of neroli, continue to maintain a strong undertone and while advances have not as yet been general, there is every reason to suppose that values will be materially higher on new crop material. Stocks of lavender, for example, have been sufficient for the demand, but they are gradually being absorbed, while new lavender is costing anywhere from 35 per cent to 60 per cent more than the old stocks. Neroli is in abundant supply and is likely to remain so, although the recent declines in prices have apparently been overdone and some reaction toward higher levels has taken place during the last two weeks. This may be expected to continue, and purchases of neroli now would seem to be the part of wisdom. Other floral essences are all in light supply when the new crop is taken into consideration and all may be expected to be higher when the market actually begins to work upon the new production.

The seed oils show the reverse of this upward tendency at the moment, but there is no reason to suppose that values will decline below normal levels. Neither crops nor country prices would indicate any such state of affairs. The only reason for declining and weak markets on caraway, coriander, wormseed and other seed oils is the fact that practically all of these items reached inflated price levels at the time when seed was at high levels and buying of both seed and oil was restricted on that account. The new crop has reversed this and, while values are not yet at low levels or anywhere near there, they have declined at least 20 per cent on the average and seem likely to be materially lower in the not far distant future.

The spice oils are still irregular. Restrictions on the manufacture of certain products containing anise oil which have gone into effect both here and abroad have cut the sale of the material sharply and brought the price to the lowest records in the history of the industry. At the same time

(Continued on Page 384)

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb.	\$3.75@	\$4.00
Almond, S. P. A.	4.00@	4.25
Almond, F. F. C. "art"	2.00@	2.25
Almond, Sweet True	.37@	.40
Almond, Apricot Kernel	.25@	.29
Amber, crude	.80@	
Amber, rectified	1.00@	1.10
Amyris, balsamifera	3.00@	3.25
Anise, "lead free U.S.P."	.50@	.52
Aspic (spike) Spanish	.75@	.90
French	1.15@	1.25
Bay, Porto Rico	2.60@	2.70
West Indies	2.60@	2.70
Bergamot, 35-36 per cent	2.75@	
Birch sweet N. C.	2.10@	2.25
Penn. and Conn.	3.50@	4.00
Birchtar, crude	.50@	.55
Birchtar, rectified	1.00@	
Bois de Rose, Femelle	2.35@	2.50
Cade, U. S. P. "IX"	.40@	.45
Cajeput, Native U. S. P.	.85@	.90
Calamus	4.25@	
Camphor, Jap. "white"	.16½@	.17
Cananga, Java	2.35@	2.50
Cananga, Java rectified	3.50@	3.75
Caraway Seed, rectified	7.25@	7.50
Cardamon, Ceylon	25.00@	
Carvol	12.00@	15.00
Cassia, rectified, U.S.P.	3.35@	3.50
Cedar Leaf	1.15@	1.25
Cedar Wood	.27@	.28
Celery	10.00@	11.00
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon	.73@	.75
Citronella, Java	.90@	.95
Cloves, Bourbon	2.75@	
Cloves, Zanzibar	2.25@	2.40
Copaiba	.40@	
Coriander	18.00@	19.00
Croton	1.15@	1.20
Cubebs	6.00@	6.25
Cumin	15.00@	
Dillseed	4.25@	4.50
Erigeron	.95@	
Eucalyptus, Aus., "U.S.P."	.55@	.60
Fennel, Sweet	1.25@	
Geranium, Rose Algerian	8.25@	9.00
Geranium, Bourbon	6.75@	7.25
Geranium, Turkish		
(palma rosa)	4.50@	4.75
Ginger	6.00@	
Gingergrass	3.00@	
Guaiac (Wood)	4.85@	
Hemlock	1.50@	1.60
Juniper Berries, rectified	1.35@	1.50
Lavender, English	32.00@	
Lavender, U. S. P. "IX"	2.85@	3.25
Lemon	.75@	.95
Lemon "Calif"	.80@	.90
Lemongrass	.90@	
Limes, distilled	.90@	1.00
Limes, expressed	1.65@	1.75
Linaloe	2.25@	2.35
Mace, distilled	1.00@	
Mirbane	.15@	
Mustard, genuine	18.00@	
Mustard, artificial	2.50@	2.75
Neroli, Bigarade, Pure	60.00@	75.00
Neroli, Petale, extra	55.00@	
Nutmeg	1.00@	
Opoponax	28.00@	
Orange, bitter	2.80@	
Orange, sweet, W. Indies	2.75@	
Orange, sweet, Italian	3.40@	3.50
Orange, Calif.	3.40@	
Origanum, imitation	.30@	

Orris Root, concrete, foreign	5.25@	
(oz.)		
Orris Root, concrete, domestic	3.50@	
(oz.)		
Orris root, absolute (oz.)	54.00@	
Parsley	3.50@	
Patchouly	8.00@	9.00
Pennyroyal, American	2.40@	
Pennyroyal, French	2.20@	2.30
Peppermint	3.35@	3.50
Peppermint, redistilled	3.50@	
Petit Grain, So. American	1.80@	1.90
Petit Grain, French	8.00@	9.00
Pimento	1.90@	
Pine Needles, from Pinus		
Sylvestris	2.00@	
Rose, Bulgaria	7.00@	10.00
Rosemary, French. (lb)	.55@	.60
Rosemary, Spanish	.50@	.55
Rue	4.50@	
Sage	3.75@	
Sandalwood, East India	7.60@	7.75
Sassafras, artificial	.45@	.50
Sassafras, natural	1.40@	
Savin, French	3.25@	
Snake Root	18.00@	
Spearmint	2.60@	2.70
Spruce	1.40@	1.50
Tansy	5.50@	6.00
Thyme, French, red	1.10@	
Thyme, French, white	1.20@	
Thyme, Spanish, red	1.00@	
Vetivert, Bourbon	6.75@	7.25
East India	22.00@	25.00
Wintergreen, Southern	4.25@	4.35
Pennsylvania	7.50@	9.00
Wormseed	6.50@	6.75
Wormwood	5.00@	5.25
Ylang-Ylang, Manila	30.00@	40.00
Ylang-Ylang, Bourbon	5.50@	9.00

DERIVATIVES AND CHEMICALS

Acetophenone	4.75@	
Amyl Salicylate, dom.	1.50@	1.75
Amyl Salicylate, foreign	1.75@	
Anethol	1.25@	1.50
Anisic Aldehyde, foreign	4.50@	
Domestic	3.75@	
Benzaldehyde, domestic		
U. S. P.	1.65@	
Benzaldehyde, F. F. C., domestic	2.00@	2.10
Benzilidenacetone	2.75@	3.00
Benzyl Acetate, domestic	1.20@	1.40
Benzyl, Acetate, foreign	1.75@	2.00
Benzyl Alcohol	1.50@	1.65
Benzyl Benzoate	1.60@	1.80
Borneol	2.75@	
Bornylacetate	4.25@	
Bromstyrol	2.50@	
Carvol	12.00@	15.00
Cinnamic Acid	3.35@	3.50
Cinnamic Alcohol	11.00@	13.00
Cinnamic Aldehyde	3.50@	3.75
Citral	2.75@	
Citral C. P.	7.00@	8.00
Citronellol, domestic	7.00@	8.00
Citronellol, foreign	12.00@	
Cumarin, natural	15.00@	
Cumarin, artificial, domestic	4.50@	4.75
Cumarin, artificial, for.	5.50@	
Diphenylmethane	2.25@	2.50
Diphenylvloxide	.85@	.90
Ethyl Cinnamate	5.50@	
Eucalyptol	.80@	.85
Eugenol	3.25@	3.75

Eugenol foreign	4.50@	5.00
Geraniol, domestic	3.50@	
Geraniol, foreign	3.75@	4.00
Geranyl-Acetate	5.00@	
Heliotropin, domestic	2.00@	2.25
Indol, C. P.	8.00@	9.00
Iso-Butyl-Salicylate		nominal
Iso Eugenol	4.75@	6.50
Linalool	3.50@	6.00
Lily Base (Hydroxycitronellal)	11.00@	15.00
Linalyl Acetate	8.75@	
Linalyl Benzoate		nominal
Methyl Acetophenone	5.75@	
Methyl Anthranilate	2.75@	3.75
Methyl Cinnamate	5.50@	
Methyl Eugenol	8.50@	9.00
Methyl Heptenone	9.00@	
Methyl Heptene Carbon	39.00@	44.00
Methyl Iso Eugenol	14.50@	
Methyl Paracresol	6.50@	
Methyl Phenylacetate		
Art. Honey Aroma	6.50@	
Methyl Salicylate	.52@	.55
Musk Ambrette	12.50@	14.00
Musk Ketone	12.00@	13.50
Musk Xylene	3.00@	3.50
Nerol	48.00@	
Nonylic Alcohol	40.00@	52.00
Phenylacetaldehyde	12.00@	14.00
Imported	12.00@	14.00
Phenyl Ethyl Acetate	15.00@	17.50
Phenylethyl Alcohol	8.50@	9.00
Phenylacetic Acid	3.50@	
Rhodinol, domestic	18.00@	22.00
Rhodinol, foreign	18.50@	22.00
Safral	.60@	
Skatol, C. P.	20.00@	25.00
Terpineol, C. P., dom.	.55@	.65
Terpineol, C. P., imp. lb.	.85@	1.00
Terpinyl Acetate	1.75@	
Thymol	3.50@	3.75
Vanillin	.41@	.43

BEANS

Tonka Beans, Para	.95@	1.00
Tonka Beans, Angostura	2.20@	2.25
Vanilla Beans, Mexican	9.75@	12.00
Vanilla Beans, cut	6.25@	6.75
Vanilla Beans, Bourbon whole	5.50@	6.00
Vanilla Beans, Bour. cut	5.00@	5.25
Vanilla Beans, Tahiti yellow label		nominal
White label		nominal

SUNDRIES

Alcohol Cologne spts, gal.	4.77@	4.90
*Ambergris, black. (oz.)	10.00@	18.00
Ambergris, gray. (oz.)	28.00@	
Chalk, precipitated	.03½@	.06½
Civet horns (oz.)	2.65@	
Lanolin hydrous	.22@	.24
Lanolin anhydrous	.24@	.30
Menthol	17.00@	none
Musk, Cab., pods. (oz.)	18.00@	20.00
Musk, Cab., grains. (oz.)	26.00@	28.00
Musk, Tonquin, gr. (oz.)	32.00@	34.00
Musk, Tonquin, pods (oz.)	22.00@	23.00
Orris Root, Florentine, whole	.08@	.10
Orris Root, Powdered	.10@	.15
Rice Starch	.16@	
Talc. Italian (ton)	45.00@	60.00
Talc. French (ton)	25.00@	50.00
Talc. domestic (ton)	18.00@	40.00

*Nominal.

THE MARKET*(Continued from Page 382)*

cassia has advanced beyond all bounds owing to conditions in China and the difficulty arising when attempts are made to get goods on shipment. Cinnamon has remained steady and so have the other spice oils, there having been no great change either in spot demand or in replacement prices.

The Messina essences are weak and more or less unsettled. Trading in them is about over from the consumers' point of view for the present season. At the same time, offers for shipment have been somewhat heavier during the past few weeks and new crop goods are now being quoted at lower than recently prevailing levels. The result has been selling pressure from the speculative element in the market and a steady decline to lower price levels.

Aromatic Chemicals

Business has not been of very great importance, although there has been the usual steady call for quality products from the perfume and flavoring trades. Buying has been principally in small quantities for immediate consumption. Some contract business has been done, but conditions are hardly sufficiently settled to lead to much contract business on either side. The price situation showed few changes during the last month. There has been a slight decline in domestic materials on the average, arising, probably, from the fact that economies in production are gradually going into effect on some materials. Foreign synthetics have been high and seem likely to continue toward even higher figures as time goes on. Such materials as come into competition with domestic products are very difficult to import with the tariff now in effect. Those which can be imported in fairly free fashion are held at high prices because they are the only materials on which there can be a reasonable profit for the producers abroad in this market.

Vanilla Beans

The Mexican crop is all up and nothing is left in Mexico. Bourbons can no longer be bought in France at any price in quantities sufficient to help this market. All available stocks have already been shipped. The quantity of Tahitis available is small and shipments are few in number and limited in volume. With practically all available beans already here, the market continues undersupplied. Further, there are at least eight consuming months ahead before new goods in any volume can be expected to come through from the new crop. Just how a serious shortage and very high prices can be avoided is difficult to see at present. The only way out for many consumers would seem to be the use of substitutes. Probably those who are able to use these various materials will do so, for apparently there is no chance of getting vanilla beans at reasonable prices this year.

Sundries

The most interesting situation which has developed in connection with the market for sundries is the excitement in menthol which came out of the Japanese disaster. Speculative activity in the New York market shot the price from \$9 per pound in cases to \$18 per pound in similar quantities within two days after the disaster. These temporary high levels are probably not warranted although it has been ascertained that stocks of menthol of at least 1,700 cases were destroyed at Yokohama. That the decidedly declining tendency of the market will be checked by the disaster which throws the menthol market into the hands of practically one manufacturer is certain. This market will go through with all existing contracts, but has no nearby goods to offer now. One thing is certain. The new crop is unharmed. This will doubtless mean menthol enough for the trade at a price. No one is yet in a position to say what this price will be. Other sundries are generally unchanged with prices about the same as those prevailing last month.

Tax the Volstead Jokes to Make a Bonus

In this "extra dry" country, why not denature the Volstead Act by taxing the prohibition jokes, and then let the soldier boys "have one on us" as bonus?—*The Silent Partner*.

FOREIGN CORRESPONDENCE*(Continued from Page 382)*

Amen, who was represented in the wares. Exhibitors of toilet articles, as well as others, saw no hope and most of them withdrew before the fair was closed officially. It was a great disappointment to all concerned.

ITALY

APPROVAL OF REVISED CUSTOMS TARIFF.—The Italian customs tariff which was put into effect on July 1, 1921, subject to subsequent approval by Parliament, was approved, with a number of modifications, by a royal decree dated July 11, 1923, and effective on the day after its publication in the *Gazzetta Ufficiale* for July 26, 1923. Raw cassia and camphor, raw or refined are exempt from duty. There are new duties on a number of American products. Item 371bis, small tubes for colors, perfumery, etc., of aluminum and its alloys, increases the rates as follows: (a) varnished, lithographed, silvered, gilt, or other decorated, from 150 lire to 172.50 lire; (b) other, from 150 lire to 142.50 lire. These figures represent the basic gold rate. There is a complicated system of coefficients. (Information regarding the details of the new tariff may be obtained from the Division of Foreign Tariffs, Commerce Department, Washington, D. C.)

NEWFOUNDLAND

ABOLITION OF THE SPECIAL WAR SURTAX.—The customs war surtax of 25 per cent formerly levied upon Newfoundland import duties has been abolished for all commodities except wine.

RUMANIA

PROPOSED UPWARD REVISION OF THE IMPORT TARIFF.—The committee on finances of the Roumanian Parliament is preparing the draft of a new import tariff, with higher duties in general than the present import schedule, which has been in effect since June 30, 1921.

RUSSIA

SMUGGLING OF LUXURIES GROWS.—Smuggling has increased a great extent along Russia's western frontier of late. This is attributed to the demand for foreign goods, particularly luxuries, and the fact that the government retains a monopoly on all foreign trade. Many dealers object to doing business through the Soviet foreign trade department on the ground that because of the "red tape" months are required before orders are filled. The smuggling pays handsomely because of the extraordinary demands in Moscow, Petrograd and other Russian cities for luxuries, particularly perfumes, soaps and other toilet articles, which retail at five or six times, or even more, over the original purchasing price.

URUGUAY

SENATE PASSES BILL ESTABLISHING FREE PORTS.—A law providing for the establishment of free ports at Colonia and Nuevo Palmira has been approved by the Senate. It is not expected that this law will have practical effect for some time.



THE SOLUBILITY OF SOAPS

BY ERNST LUKSCH

The solubility of the soap is defined, not as the actual percent of soap which goes into solution, which cannot be determined, owing to the colloidal nature of soaps, but as the relative ease with which the soaps go into solution. For this purpose the soaps must be compared under rigorously exact conditions, and must be strictly neutral and completely dried. Flat pieces of soap were used, which were affixed to wood and immersed for given periods in rain water. It seems evident from a series of experiments that the solubility falls with a rise in the titer, and rises in proportion with the saponification number. Also, the chemical composition of the fat has an influence. Further, the better the fat is saponified, the more easily will the soap dissolve. An excess of alkali hastens solution notably. In order to obtain even better practical relative comparisons, different soaps of the same strength can be pressed out side by side into one bar, which is subjected to the action of running water. In this way the difference in solubility of the soaps becomes clearly evident.—*Chemisches Zentralblatt*:

NEW METHODS FOR SOAP INDUSTRY

Fatty acids, and even neutral fats and oils, can be made into soap with common salt, without the use of caustic or soda ash. The author explains the action of fat-splitters by the presence of sulpho-acids, because the action is increased by the addition of sulphuric acid, and by their good emulsifying properties. By increasing the tendency to emulsify, the splitting can be hastened. A good agitator is essential for saponification,—by the use of "typhoon" agitator the time required for a normal saponification was shortened from 3 hours 28 minutes to 42 minutes. The sodium chloride saponification can be carried out by applying ammonia gas under pressure, while sodium chloride solution is run in. The excess of ammonia can be recovered, and the ammonium chloride remaining in the mother liquors used for regenerating ammonia. This process, which has been known, but not applied for economical reasons, may be applicable in such countries as do not manufacture caustic soda, or make it in insufficient quantities.—Abstract of paper by K. Loeffl, *Chemisches Zentralblatt*.

Final Rosin Census for 1921 Issued

Revised statistics for the turpentine and rosin industry for 1921 have been compiled and published by the Bureau of Census in cooperation with the Department of Agriculture. Production of turpentine in 1921 totaled 24,378,854 gallons valued at \$13,356,790 and of rosin 1,661,624 barrels (500 lbs.) valued at \$10,796,975. Exports of turpentine were 9,267,959 gallons valued at \$6,032,012, and exports of rosin were 1,001,542 barrels (280 lbs.) valued at \$5,201,963. Imports of turpentine were 32,210 gallons and rosin, 29,030 pounds.

WHAT ABOUT COCOANUT OIL?

Soap manufacturers have been watching the downward course of coconut oil very closely during the past year or more. They have been wondering just how far it would go and to what extent it could again be used as a cheap, or at least reasonably priced, ingredients for their products. Well cognizant of the advantages to be gained by the use of this material provided the price was right, they have been anxious to see it reach levels at which its use would again become more advantageous than the employment of any or all of the numerous substitutes which came into use when the oil was exceedingly high in price and difficult to get even then.

Recently, they have apparently reached the conclusion that despite influences which might well bring about even lower prices, the cost of the material had reached the point where it was a desirable buy. In fact, during the past two or three weeks they have been in the market to some extent and have purchased in sufficient quantity to cause an about face in the trend of prices and the beginning of what now seems to be a definite upward turn. It is not to be expected nor is it expected by those in touch with the situation that values will recover more than a scant fraction of the loss since 1920, but the refiners here are inclined to be more encouraged over the situation than they have been in many months. Continued buying may well bring the material to the point where it again begins to show a profit for the crushers. It has not shown any such balance in the profit and loss columns for more than a year back.

The position of the domestic refiner of coconut oil has not been an enviable one during the last two years. Following a period of high and rapidly advancing prices during which the soaper was almost unable to use coconut oil in his products, the market took a pronounced and decided slump. The causes for this slump are easy to find. They rest very largely with the soap trade, although the restrictions on the use of the oil for edible purposes may also have played moderate part in the reductions in prices. With oil up around the 20c mark, it became practically impossible for the soaper to use the material to advantage, especially in the cheaper grades of his product. He was forced to the use of substitutes and he had no great difficulty in finding them both in volume and at prices which materially reduced his costs. He has used these substitutes for some time now. Some of them have been in very general use for more than two years and to a large extent, he has found them to be eminently satisfactory. It is true that they have not wholly replaced coconut oil nor have they been as good for all purposes as was the original product, but they have answered the purpose and few complaints have been received as to the character of the finished product when the substitutes were employed in manufacture.

Legal Restrictions

Faced with a declining market and a considerable degree of difficulty in selling his product the crusher and, to some extent, the importer of coconut oil as well, started looking for a market to take the place of that lost during

the slump in the soap trade's purchasing. The natural course to pursue in this line was the use of the product in food products. At the outset this proved to be a fairly satisfactory and reasonably broad market for much surplus material. Additional reining was necessary but the prices at which the material could be sold in competition with animal fats were such that the refiner was compensated to a great degree for his trouble and continued to make a moderate profit on his manufactures. Gradually, however, the competition of animal fats became more severe and the profits from the production of edible oil became less and less.

At about this time, which was only a few months ago, various states, especially in the West and the South, passed severe restrictions governing the use of cocoanut oil as an edible product. Particularly were these restrictions tightened on so-called "filled milk." This product consisted of skim milk and cocoanut oil in such proportions as to compensate for the loss of fat through skimming. The refiners of oil had been selling considerable quantities of the edible product for use in this material, the finished product being used principally for the manufacture of ice cream and various confections. A large part of this market now appears to have been lost to the cocoanut oil trade through the action of several state legislatures. However, the more important loss was in the use of substitutes in the soap trade as set forth before.

The continued decline of the oil which reached a point below 8c per pound prior to the recent flurry became a matter of more than a little concern to the refiners. Prices were such that goods could hardly be sold at a profit unless the raw material, copra, were to be purchased at very low price levels. So low did the bid prices on this raw material become, that the producers of copra were practically unable to dispose of their stocks at prices yielding a profit. Hence importations of the raw material have latterly begun to fall off materially. They may be expected to continue light so long as the prices which can be paid for them are low. It will require quite a stimulus of buying in the oil to materially change this position.

The Future of Prices

As for the future of the market, there is room for grave doubt as to whether the soaper will be able to get his cocoanut oil much cheaper than he is getting it now. While there has been no large buying by the soap trade, upon which the refiners depend to a great degree for their sales of goods and while the restrictions on edible material are being tightened in all sections of the country with resulting smaller and smaller sales for the refiners, yet it must be remembered that there is always a limit beyond which it is practically impossible to send a product without so materially affecting production that a recovery is inevitable. It begins to look as if that limit were close at hand in the cocoanut oil industry, especially as regards the domestic production. At present price levels there is not too much incentive for production even on cheap raw material. Further, there is a growing possibility of curtailment of imports of copra due to the low prices which are being and have recently been paid for this raw material.

The only thing which could bring about much lower prices for the trade would be a heavy accumulation of stocks in the hands of the refiners and the importers. Not much is known of the character or size of their supplies at the moment. It may be said without fear of successful contravention, however, that these supplies, both of raw material and of the finished product are not large enough to withstand much buying on the part of the soap industry, without affecting the price of the material, since that industry consumes cocoanut oil in trainloads.

Naturally, a continued withholding of purchases on the part of the soapers might still further bring the market toward lower levels. It is questionable, however, if the soaper who sees cocoanut oil below 8c per pound for the first time in years will be able to resist the temptation to come into the market for supplies. As evidences of this condition of affairs, the recent purchasing of supplies by some of the soap manufacturers may be cited.

The Present Position

The domestic refiners are now in a more favorable posi-

tion than they have occupied in some time. Regardless of their stocks and of the restrictions which are being placed upon the use of the edible product, they have their product at the point where it is undeniably an attractive purchase for the soaper. It is reasonable to suppose that he will be a buyer when prices are in the present vicinity or even a little higher. If the refiner can secure his raw material at reasonable prices and if he can get copra to make cocoanut oil near the 8c per pound level, he may be assumed to be about out of the woods. There will be a market for him at that level in the soap trade, to which, after all, he prefers to sell his product, both from the standpoint of convenience and from the standpoint of volume of sales. At the same time, the soap manufacturer may be expected to be fairly well satisfied to buy the material at that price level.

There appears to be no reason to suppose that the restrictions on edible products will do much harm to the refiner. Naturally, he would like to have this market in addition to the soap trade. It was and is still a lucrative business to sell edible oil at good prices to those who are permitted to use it. However, it is not likely that the refiners are spending a great deal of time crying over "filled milk." They like the soap trade and they probably like the present outlook fairly well. Soapers can hardly expect to get oil much cheaper. Economic reasons stand in the way of very much further reductions. Recent events in the market would indicate that they are well aware of the situation and that they are prepared to take advantage of low prices, or at least satisfactory price levels. If prices stay where they are, the soap maker is not going to worry very much. If they go higher, he always has at hand the remedy which he used before. Very few are being carried away by the rumors that tremendous stocks of goods and severe restrictions on trade in edible oil will mean ultra-cheap oil for themselves. They know the course of the cocoanut oil market too well.

ESTIMATION OF TRIMETHYLENE GLYCOL IN CRUDE GLYCERINE

The authors (L. V. Cocks and A. H. Salway) have previously (*Jour. Soc. Chem. Ind.* 37, Trans. 126) described a method for this determination, involving a distillation of the crude glycerine and a determination of the density and apparent glycerine content (by the acetin method) of the distillate. From these data the trimethylene glycol content was calculated by means of two equations. Since in establishing the equations it was assumed that no contraction takes place on mixing glycerine, trimethylene glycol and water, the calculated values are only approximately correct. In order to place the method on a more secure basis, the authors have systematically determined the densities and apparent glycerine content in series of mixtures of water, glycerine and trimethylene glycol. From these data curves were drawn and tables compiled from which the content of trimethylene glycol in any possible mixture of the three substances can be found. The details, including the tables and curves are given in the original paper.

The trimethylene glycol used in these experiments was obtained by fractional distillation of the by-product glycerine (catch box liquor) resulting from the preparation of commercial distilled glycerine. A determination is carried out as follows: 100 grams of the crude glycerine are placed in a flask of about 600 c. c. capacity, fitted with a stopper and capillary inlet tube; an air condenser 2½ or 3 feet long and a receiver are attached. Before the distillation is begun, the apparatus is evacuated; the flask is then heated in an oil bath at 230-240° in such a manner that about one drop per second falls into the receiver; this is continued until about 30 per cent of the weight of the crude glycerine has come over. The density and acetin value of the distillate are then determined. From these figures one obtains the trimethylene glycol content by referring to the curves or to corrected equations.—*Jour. Soc. Chem. Ind.* 41, Trans. 17. Contribution from the Research Laboratory, Lever Bros., Port Sunlight.

Mexico Raises Duty on Laundry Soap

By a decree effective September 1, Mexico has increased the import duty on laundry soap from 10 centavos to 15 centavos per kilo, equal to 7½ cents for 2.2 pounds.

SOAP BASE FOR MILLED SOAPS*

Milled soaps are the most recent and noteworthy achievement of the industry of toilet soap manufacture. The making of toilet soaps, properly speaking, began in Germany with the introduction of cocoanut oil and palm kernel oil, the former of which is particularly well suited to the manufacture of toilet soaps. Not only had soaps been made previously by the hot and half-warm methods, but also toilet soaps had been made by the cold method from cocoanut oil, and sometimes very good results were obtained. However, absolutely neutral soaps can not be made by the cold method, and even those which had been boiled had the great disadvantage of drying out very noticeably during storage. The soaps made by the half-warm method were usually filled, and need not therefore be considered here. Furthermore, the soaps were far from satisfactory with respect to the coloring and perfuming operations.

These disadvantages caused the manufacturers to conceive the idea of preparing a pure settled soap, carefully made from appropriate raw materials and of the right alkalinity, of drying this soap in the form of shavings or ribbons, and of coloring and perfuming the soap base thus prepared in suitable machines, subsequently pressing it into bars in the "ball machine," and handling it thereafter in the same manner as cold-process cocoanut oil soap.

Since the soap base loses up to 18 per cent of its weight in moisture during the process of drying in the form of shavings, the toilet soap prepared from it can not dry out further to any great extent, but remains fresh and uniform indefinitely. And since, moreover, a greater range of effects can be obtained in the coloring and perfuming of soaps made by this process, these milled soaps have sold readily and have largely displaced the cocoanut oil soaps.

Inferior soaps, some of which may even be rancid, are often found upon the market, in any case. These are always the result of incorrect composition or, especially, of faulty methods of manufacture. It must be understood from the start that soap base can not be successfully made by inexperienced operators. On the other hand, thorough technical knowledge and experience are necessary in order to avoid the losses which may be occasioned by incomplete saponification and subsequent rancidity during storage, which losses may, in these times of high costs for materials and transportation, be almost incalculable. Nevertheless, there are many manufacturers today who do not take these circumstances into account, and thereby run fearful risks.

During the last years of the war, of course, the making of pure milled soaps had to be abandoned altogether on account of the shortage of fats and oils. Recently, however, it has been universally resumed, since suitable raw materials are again obtainable. The substitutes for toilet soaps which were made during the later years of the war, and which contained clay, kaolin or pumice stone, were so unpopular with the consumers that many manufacturers and dealers in Germany still have quantities of such goods on their hands, and do not know what to do with them.

For the preparation of soap base it is necessary above all to employ fats and oils having as little odor as possible. Rancid fats therefore must positively be purified before use. This may be done by careful saponification of the free fatty acids and the most complete possible separation of the resulting evil-smelling soaps from the clear fat, which

should then be odorless or nearly so. What little odor remains will then disappear entirely in the soap-boiling, and the finished soap base, providing it has been carefully and skilfully made, can be used without fear that the milled soap made from it will become rancid in storage. If the fat, after being treated as above described, still possesses an unpleasant odor, and especially if the odor be strong, its use in the manufacture of soap base is strongly advised against, since the odor can never be entirely removed from the soap, even by boiling with several changes of water, and will always injure the perfume, or even overshadow it altogether. For this reason most bone grease, horse grease, and some grades of tallow are essentially unsuitable for the manufacture of the soap base. On the other hand, rancid grades of cocoanut oil, rancidified vegetable fats, margarines, etc., can be successfully purified by means of soda lye, and can then be used without harm, in mixtures.

Many manufacturers employ this class of fats directly, without purifying them. But in such cases it has often been observed that the finished milled soap does not hold its perfume, which changes even during the milling, or at least in the warehouse. Furthermore, such soaps usually become rancid much more easily than those made from purified fats.

The preliminary purification of the fats to be used in making the soap base has other advantages as well. All mechanically carried impurities, such as splinters of wood, fragments of weeds, various kinds of dirt clinging to the staves of the casks, and other refuse, which is sometimes found in considerable amounts in soap grease, can be separated at the same time. Furthermore, inferior grades of fats can be made suitable for use by this means and, on account of their cheaper cost, will more than pay for the cost of treatment. Great care must be taken in the separation of the lighter particles of dirt, which do not sink in the fat like the heavy dirt, but may pass into the soap base, become disseminated in it, and afterwards cause ugly spots in the finished soap, which can not be removed.

Second only in importance to the odor of the fats is their color. Although a pure white milled soap can not be made from a grayish or yellow soap base, still good clear shades can be obtained with such material, though they are limited to such colors as deep yellows or browns. It is obviously impossible to use pure white fats today in the manufacture of a soap base, on account of their enormous price. In order to sell in a competitive market it is necessary to use pale yellowish fats, and to bleach the soap in the kettle.

Fortunately there are today available several excellent bleaching agents which, while not really cheap, still offer considerable advantages when the difference in price between pure white and yellowish fats is taken into account. Furthermore, the bleaching process is in no way harmful or costly, and can be carried out even by employes without technical training. For brown or other dark-colored soaps it is always advantageous to prepare a soap base from dark-colored fats, which, however, should in no case have a strong odor. Even these soaps may also be bleached a little with advantage, in order to obtain brighter shades of color. Fats such as these should also undergo the most thorough possible purification before going into the kettle, in order to improve their odor as well as to remove all mechanically-carried impurities.

Of course, fats to be used in soap base may be split before saponification, and be used in the form of fatty acids. In this case it is also essential to purify the fats and remove

*From *Seifensieder Zeitung*, Vol. 49, No. 21.

the free fatty acids from them before splitting. This is in order to avoid carrying useless ballast through the whole splitting process, and to prevent the hindering action of dirt particles. Since the fatty acids resulting from most of the usual splitting processes turn out somewhat darker in color than the original neutral fats, the resulting soap base will also be more deeply colored. This disadvantage can be easily overcome by subsequent bleaching of the soap, and is more than counterbalanced by the gain due to glycerine recovery. The saponification of the fatty acids can be effected with carbonate instead of with caustic alkali. This method, however, requires appropriate equipment and especially expert management and attention during the saponification. It is, therefore, not to be generally recommended.

First class white soap base, such as is used for pure white milled soaps and often also for so-called shaving soap, used for pharmaceutical purposes, was formerly made almost exclusively from pure white beef tallow and coconut oil, and was made with two or three changes, as is still done. Mutton tallow was never favored, for various reasons. Nowadays, likewise, the use of so-called by-product coconut oil, such as is furnished by margarine factories, is not to be encouraged in soap base. This oil consists largely of evil-smelling fatty acids, and, even aside from its reddish-gray color, which can be removed to a great extent by bleaching the soap, never gives a completely satisfactory soap base. The color and perfume, as well as the keeping quality of the finished milled soap, are bound to suffer. For a soap base of the finest quality, therefore, only pure coconut oil should be used, free from admixture with palm kernel oil, which has a strong odor.

The tallow, however, can be replaced advantageously, at least in part, by hardened oils, which are obtainable now at a fair price, and which are perfectly white and almost free from odor. Account must be taken, however, of the high melting point of the hardened fats, and sufficient quantities of soft fats or oils must be added to give the soap base plasticity enough to stand milling. In order to avoid the frequently repeated complaints concerning the slight solubility and poor lathering power of soaps made from hardened fats, there can be added, besides the other oils, a greater proportion of coconut oil to the mixture. The recently published investigations of Professor Leimdörfer have given valuable indications to the experienced technician with regard to the avoidance of such imperfections. It is impossible to give definite general instructions for the application of the methods and principles which Professor Leimdörfer has so generously made known. In any case, they can be adapted to present practice and utilized with success only by experienced specialists.

As a rule, the stock for a first-quality soap base consists of 50 kilos of tallow, 30 kilos of coconut oil and 20 kilos of lard, peanut oil, bean oil or a similar oil or soft fat.

The percentage of soft fat or oil is to be regulated entirely according to the melting point of the tallow used. If a high-melting mutton tallow is being employed the proportion of soft fat must be correspondingly increased, while on the other hand the percentage of tallow should be greater the softer it is, or the more liquid the oils are. The tallow, lard, etc., are carefully saponified with weak soda lye, strengthened very sharply, boiled slowly for a few hours, and finally the soap is salted out to a soft grain.

Great care should be taken to avoid an excess of salt, for otherwise scales are certain to form in the finished soap. The normal quantity is usually 2 to 3 per cent, reckoned on the fat stock, of dry salt, varying according to the water content of the nigre. If the strengthening has been considerable, so that there is quite an excess of caustic present, a perfectly clear brine will not be obtained with the use of so little salt. The brine must, in this case, be put in another container, again neutralized and, if necessary, be salted out more completely. Still, the soap base must be strengthened very strong at the first water because the tallow is very difficult to saponify completely, and there is a risk, with insufficient strengthening, of incomplete saponification and consequent rancidity of the soap in storage.

It is well known that tallow, especially when it is fresh

and contains little free fatty acids, is difficult to saponify. In fact, it can only be saponified with weak lyes, and then only practically completely by long-continued boiling. If the strength, that is, the excess of caustic, be determined after the boiling is done, and the soap is then allowed to stand over night and the strength again determined, it will always be found to have diminished. And the difference will be the greater, the greater the strength of the caustic lye used in the saponification; that is, the lower the water-content of the soap. Part of the excess caustic has accordingly been consumed by the fat which had escaped saponification and remained in the soap. If the particles of fat which thus remained unsaponified had not found sufficient excess alkali and enough moisture, they would have stayed unsaponified, distributed through the soap, and the result would certainly have been rancid milled soap. Many mistakes are made at just this point.

There are soap boilers who deny the absolute necessity of the most complete possible saponification of tallow-like fats at the first change. They assert that in the following saponification of the coconut oil, at the second change, these unsaponified tallow particles will not escape. This assertion is partly justified, because the greater part of even a tallow-like fat will be forced to saponify when the chemical reaction of saponification once gets started in the kettle. This takes place, however, only during the actual course of the reaction, which is undoubtedly capable of bringing about the complete saponification of even difficultly saponifiable fats, in most cases. Such a condition only exists, however, when the amount of lye necessary for complete saponification of the fat, as well as a sufficient excess of lye, is already present in the kettle, and when the fat and lye are in adequate mutual contact. But these essential conditions are hardly ever met with in practice.

On one hand, a chemical reaction between fats containing even a portion of tallow and a sufficient quantity of strong lye can hardly be forced to take place, even by boiling, while, if any quantity of coconut oil is present, the reaction would become so violent that the greater part of the contents of the kettle would undoubtedly boil over. On the other hand, if additions of water or lye were made in order to prevent boiling over, the reaction would be interrupted and hindered, so that a complete saponification would no longer take place. Continuing the boiling after this point will not bring about a complete saponification so long as the stock consists largely of tallow and the nigre contains insufficient moisture, for the gradually continuing saponification process proceeds very gently and slowly, and can no longer carry along with it the difficultly saponifiable fat particles. The real reason for the above-mentioned prejudice on the part of some soap makers is either that they lack the necessary equipment, particularly a second kettle to hold and work up thick soapy brines, or else pure convenience and the desire to save trouble. This prejudice, however, is, as has been shown by the above considerations, unfounded, and leads to a dangerous self-deception.

(To be Continued)

A NEW VEGETABLE OIL IN MEXICO

The Chamber of Commerce, Mexico City, issues this report: "There is a new Mexican oil coming into the field. This comes from the seeds of kapok, the Mexican tree cotton. There are great forests of this tree cotton, in three states of Mexico. The cotton lies inside of large pods, with thin shells, and is very easily extracted. The cotton is full of large seeds. A machine was invented by an Englishman and a German, working together, to gin this cotton. A German house in the City of Mexico has just bought several of the machines and has begun the manufacture of the oil, selling it locally and to the states. The oil is said to be the equal of sesame, and the seeds produce one-fifth of their weight in oil."

Tallow from New Zealand

According to Vice Consul in Charge John E. Morgan, Wellington, New Zealand, the exports of tallow to the United Kingdom and the Continent during April amounted to 3,109 tons.

SOAP MAKING GREAT GREEK INDUSTRY

Next to the olive oil and wine industries, the production of soap is the largest export manufacturing industry in Greece, says Acting Commercial Attache R. O. Hall in a report to the Department of Commerce. According to the Greek census of December 18, 1920, there were in the country at that time 134 soap factories, employing 675 workmen and utilizing 184 horsepower. This census is presumably fairly accurate for the present.

Practically all of the soap normally exported from Greece goes to the nearby countries, chiefly Turkey, Yugoslavia, Bulgaria, and North Africa. In 1922, soap was the sixth largest item of Greek export, with a valuation of approximately \$1,500,000. In 1919, the record year, Greece exported soap to the value of \$2,624,000.

In general, Greek soap factories are located in the districts producing the greatest quantities of olive oil. A large part of the soap produced contains no ingredients other than low-grade olive oil, olive stone oil, and caustic soda. Imports of caustic soda into Greece vary between 2,000 and 3,000 tons annually. Relatively small quantities of oleo oil, stearin, coconut oil, and other materials also are imported by the soap industry. It is understood that the soap factories in Macedonia use a larger production of animal fats than do the factories in southern Greece.

Most of the Greek soap is white or green laundry soap of three qualities. The better of these grades is used for toilet purposes. A few plants scattered through the country produce perfumed toilet soap, but large quantities of the fancy grades are imported from England, France, and Italy, England furnishing the largest amount.

APPARATUS FOR PURIFYING FATS

(French patent 533,275, Franz Gruener.) The apparatus consists of a double-walled vessel, the lower part being cone-shaped. Hot or cold water can be introduced into the jacket. The fat is melted in the vessel, whereupon the water and impurities sink to the bottom. The warm water is then removed from the jacket and cold water is run in, causing the fat to solidify again. The water and impurities are let out at the bottom.

Determination of the Iodine Number of Fats

The new method proposed by Hildt for the determination of the iodine number has been subjected to a critical study by B. M. Margosches and R. Baru (*Zeitschr. f. angew. Chemie*, 1921, No. 34, p. 454-456). It was found that the numbers obtained with a solution of iodine monochloride and carbon tetrachloride only correspond with those determined with the generally used solutions of Hubl and Wijs, if the surplus of halogen is insufficient. Halogen addition and halogen substitution take place according to the degree of the halogen excess and the time of experimentation. Exactly corresponding values can only be obtained, if the tests are carried out under certain conditions.

Process Patented for Making Glycerine

Austrian patent number 88,188, assigned to F. Bayer & Co., is concerned with a process of manufacturing pure glycerine. Liquids which contain glycerine are treated with lead compounds, such as lead oxide or lead hydroxide. The result is the precipitation of a lead glycerine. This compound is then heated with water under pressure or with the addition of alkali. Pure glycerine is obtained in this manner.

Naval Stores Regulations Delayed

Preparations under the regulations under the naval stores standardization and branding law is being delayed by illness in the office of the solicitor of the Department of Agriculture. Dr. F. P. Veitch, in charge of naval stores work in the department, hoped to have the regulations issued in tentative form by August 15 for criticism of the trade, but it appears now that they may not be issued for several weeks.

FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

not until the new crop cottonseed oil is available.

Olive oil foots have been steady but without large trading. There is, however, a fair demand for September and October deliveries.

September 14, 1923.

A. H. HORNER.

Industrial Chemicals

The market in general is in somewhat better shape than it was a month ago, but as yet there has been no great increase in the prices of the leading materials. From the soapers' standpoint, the situation is satisfactory. Caustic soda and soda ash are costing more to produce but they can be bought at the old prices on contract. This has led to a considerable amount of early season contract business, which in some quarters is believed to presage a contract season close to record volume. The weak spots in the market during the last month have continued to lie in the bleach and chlorine groups which have been weak and unsettled with great pressure to sell on the part of makers who hold stocks and an ever decreasing level of prices. Caustic potash, after a period of great firmness weakened sharply upon receipt of news to the effect that the German manufacturers had broken with their Hamburg exporters and were now willing to sell direct from their factories in the export market. This resulted in lower prices for shipment as well as on spot, but also in a marked recession in demand as buyers decided to await further developments. Toward the close of the period, a Ruhr agreement seemed to be nearer and possibly lower prices on chemicals from that section of Germany are to be expected on this news. Buying should be better in the near future and at that time, prices may be expected to stiffen. It has already improved to some extent but the market was not in shape to immediately respond to the stimulus of better business. It may respond at any moment, however, and early purchasing will certainly not be amiss this year.

Other Soap Materials

The naval stores situation has not shown any material change during the last month. There has been some improvement in the demand from the soap trade here and other consuming industries have also taken rosins in sufficient quantities to hold values steady. Lack of export demand is the thing which has prevented any great degree of firmness from manifesting itself in the trade. There may be higher prices later but demand for export will certainly have to improve considerably if this is the case. Stocks in the South and here are ample and it will require quite a bit of buying to deplete them sufficiently to alter the appearance of the market.

Vegetable Oil Exports

Exports of cocoanut oil during June amounted to 1,016,926 pounds, valued at \$96,035; crude cottonseed oil 175,238 pounds, \$17,428; refined cottonseed oil, 1,520,414 pounds, \$203,500; linseed oil 334,643 pounds, \$47,583; soya bean oil, 86,659 pounds, \$11,063; corn oil, 355,140 pounds, \$44,307; cocoa butter 132,323 pounds, \$37,114. Canada, Mexico, Cuba and Nicaragua took large shipments.

Cocoanut Oil in the Philippines

A cablegram reports that cocoanut oil trading in the Philippines continued inactive in July, due to lack of demand from the United States. Early recovery was not expected and production was still low. The month's exports were 7,000 tons.

Facts About Turpentine and Rosin Trade

Copies of Department of Agriculture Circular 258, Turpentine and Rosin, by V. E. Grotlich mentioned in our May issue, may be obtained free of charge by writing to the Department of Agriculture, Washington, D. C.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

With the latest sales of New York extra grade at 8¼ cents ex-plant, also 8¼ cents delivered, the market has practically reached the highest point since its recovery from the 6½ cents-6¾ cents level.

Greases, in line with tallow, have been strong and steady with good quality house grease at 7¼ cents per pound loose and other grades selling at relative prices depending on acid and quality.

The middle western and western markets have also been firm, but some of the largest buyers are now disposed to stand by and await further developments which may lead to a recession in prices as considerable stocks have been withheld from the market to secure more money.

A good part of the recent advance in values was warranted as the drop in prices from the 9¾ cents level for New York extra grade to 6½-6¾ cents took place during a period of about six weeks.

South America is again offering good quality stocks at prices very close to the prevailing New York market which should operate to stem the recent advancing tendency.

September 15, 1923.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our letter of August 14, no change has been made in the regular quotation for Chemically Pure; for some time, the figure has been 17¼ cents, both East and West, but within the last week, Chicago refiners have dropped their price to 17 cents. These quotations are subject to a discount, especially for round lots. Important powder manufacturers have bought considerable dynamite within the past two weeks, which has strengthened the market, without advancing the values of Crude or Chemically Pure. The higher price of tallow and other soap making material is also having some influence on the market, although it is more in the nature of stabilization than an advance in price. The active season for Chemically Pure is approaching and if it comes up to expectations and the demand for dynamite continues, we must be prepared for an improvement in price for all grades. Glycerine is still below its real value and 5 cents per pound below pre-war figures, having only been kept down because of a supply of war explosives, which the powder makers have utilized, to displace nitroglycerine powder. This situation will end sometime, but just when, is not known, for the explosives sold by the Government were of large quantity.

September 17, 1923.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

All vegetable oils seem to be in a very firm position right now and the general consensus of opinion is that prices will not recede during the next twenty or thirty days but rather that slight advances may be seen in some of the oils during this time.

Cocoonut oil holds very firm and the market shows no

signs of weakness. In fact, Copra is strong and rather difficult to obtain excepting at high prices, and with this situation as it is many factors look for a higher market.

Palm oils are very active and at this writing quite a number of inquiries are in the market for Niger, Lagos and other grades. The prices of Palm oils today, according to many opinions, are low compared with tallow and with Palm oil selling at a comparatively higher price in the United Kingdom traders and importers here are not at all anxious sellers at present levels.

Crude cottonseed oil is scarce. Sales were made at 10½ cents in the South. The difficulty in purchasing crude cottonseed oil brought out a very heavy demand for crude corn and also Soya bean oils resulting in higher prices for both these commodities. Present stocks of corn and Soya bean oils are not very plentiful and are held by strong hands. There seems to be no immediate relief in sight or at least

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, .06¾c. Edible, New York, .08. Yellow grease, New York, .06@.07. White grease, New York, .08@.09.

Rosin, New York, Sept. 15, 1923:

Common to good	5.80	I	6.00
D	6.00	K	6.00
E	6.00	N	6.00
F	6.00	M	6.10
G	6.00	W. G.	6.10
H	6.00	W. W.	7.00

Starch, Pearl, per 100 lbs.	\$3.22 @
Starch, Powdered, per 100 lbs.	3.12 @
Stearic acid, single pressed, per lb.	.12 @
Stearic acid, double pressed, per lb.	.12¾ @
Stearic acid, triple pressed, per lb.	.14½ @
Glycerine, C. P., per lb.	.17¼ @
Glycerine, dynamite, per lb.	.16½
Soap lye, crude, 80 per cent, loose, per lb.	.11½
Soap lye, saponification, 80 per cent, loose, per lb.	.13

Oils

Cocoonut, edible, per lb.	.11 @	.11½
Cocoonut, Ceylon, Dom., per lb.	.09½ @	.09¾
Palm, Lagos, per lb.	.07 @	.07½
Palm, Niger, per lb.	.06¾ @	.07
Palm, Kernel, per lb.	.08¾ @	.09¼
Cotton, crude, per lb., f. o. b. mill	.09 @	.09½
Cotton, refined, per lb., New York	.11¾ @	.12
Soya Bean, per lb.	.12½ @	
Corn, crude, per lb.	.12¼ @	.12½
Castor, No. 1, per lb.	.13½ @	
Castor, No. 3, per lb.	.12¾ @	
Peanut, crude, per lb.	.15	nominal
Peanut, refined, per lb.	.16	nominal
Olive, denatured, per gal.	1.15 @	1.20
Olive Foots, prime green, per lb.	.08½ @	.09

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	3.35 @	3.75
Soda Ash, 58 per cent, per 100 lbs.	1.75 @	2.10
Potash, caustic, 88@92 per cent, per lb., N. Y.	.07¼ @	.09
Potash Carbonate, 80@85 per cent, per lb., N. Y.	.06½ @	.07
Salt, common, fine, per 100 lbs.		nominal
Sulphuric acid, 60 degrees, per ton	10.00 @	11.00
Sulphuric acid, 66 degrees, per ton	15.00 @	16.00
Borax, crystals, per lb.	.05½ @	.06
Borax, granular, per lb.	.05½ @	.06
Zinc Oxide, American, lead free, per lb.	.08½ @	.09

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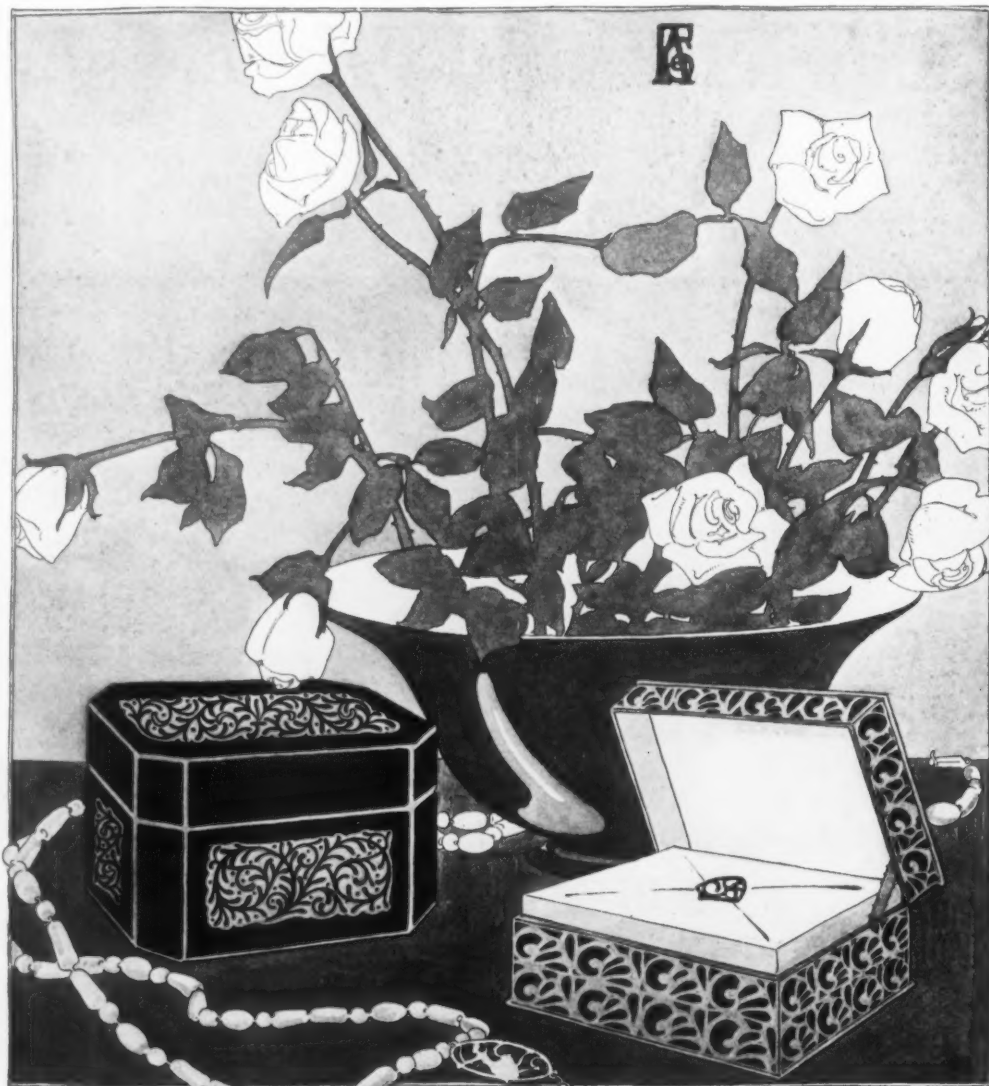
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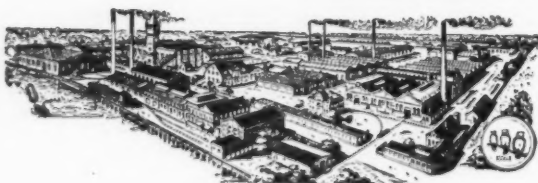
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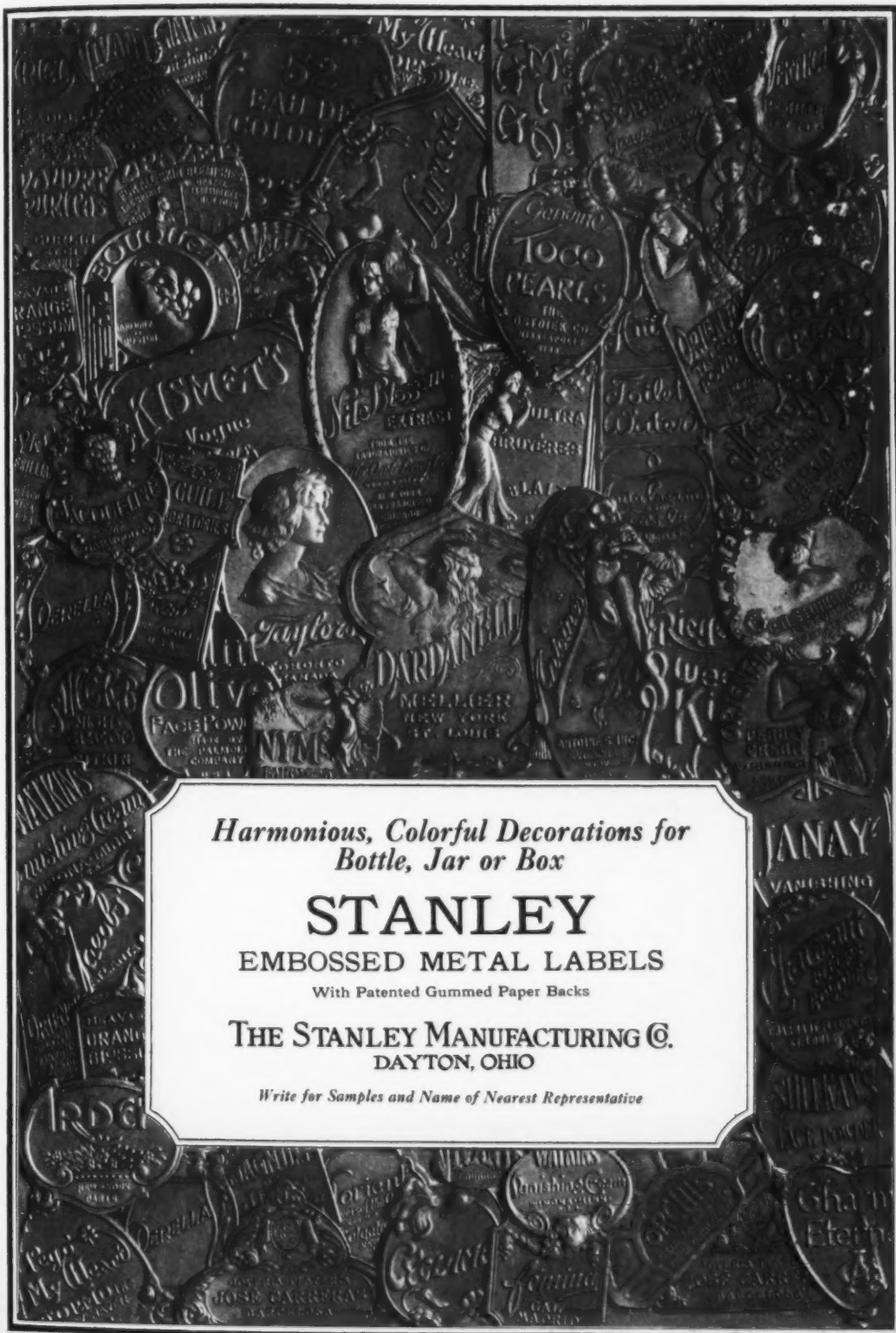
Mandarin	TERPENELESS
Bergamot	TERPENELESS
Lemon	TERPENELESS
Orange	TERPENELESS

As well as all other Handpressed Oils

D. M. BAKARDJEF, KARLOVO, BULGARIA OTTO OF ROSE

As it comes out of the still

*Our Chemists Are at Your Service for Any Information That You May Desire at Any Time
Free of Charge.*



*Harmonious, Colorful Decorations for
Bottle, Jar or Box*

STANLEY

EMBOSSSED METAL LABELS

With Patented Gummed Paper Backs

THE STANLEY MANUFACTURING CO.
DAYTON, OHIO

Write for Samples and Name of Nearest Representative

ALL WORK *of* QUALITY *is* NOT MADE BY CHANCE

An article made for cheapness and not for excellence of workmanship is, when justly estimated, attended with much less profit to the buyer.

STANLEY'S GUMMED EMBOSSED METAL SEALS AND LABELS are a perfect combination of the finest workmanship and materials that come through years of experience.

We realize that our future growth and progress depend upon the artistic worth, durability and satisfaction to our patrons of every seal or label sent out from our factory.

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CLEVELAND NOVELTY COMPANY - Cleveland Representative
820 West Superior Avenue, CLEVELAND, OHIO

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The STANLEY MANUFACTURING CO.
of DAYTON, OHIO

Members of American Manufacturers of Toilet Articles Association

See other side for Samples of Stanley Labels

NATURAL PRODUCTS COMPANY

Oil Peppermint U. S. P.
Redistilled
Finest quality



Oil Lavender
35%—40%



Oil Geranium
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Correspondence Invited

"The Perfume Makes The Difference"

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HLB



PRIVATE BRAND

Creams Powders Perfumes

Lotions Shampoos

Shaving Cream Lipsticks

Eyebrow Pencils

Compacts

(Powder and Rouge)

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With these three fundamental principles of success we desire to serve your requirements in the complete cosmetic line.

All Items Under Your Own Name if Desired

A complete factory equipped to efficiently and quickly fill your orders the same day they are received. Owing our own building, we are in a position to quote low prices.

Check the following listed items that interest you. Write us on your own letterhead for prices. No order too large or too small.

Rouge

All Shades

All Sizes

Matching all odors

Compacts

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All Sizes

Creams

Cold Cream
Vanishing Cream
Peroxide Cream
Skin Foods
Astringents, etc.

Hair Preparations

Bay Rum, Lilac, Eau de Quinine, Olive Oil
Shampoo, Bandoline, Etc.

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Face Lotions

Write Today.

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The Pioneer Line of

Synthetics for Perfumes and Soaps

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Mousse de Chypre Mousse de Saxe

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ARE you contemplating
new and distinctive
packages for your 1924
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Successful results require
time and cooperative effort.

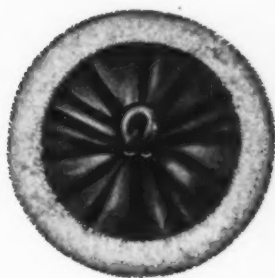
Quality at reasonable cost and
individuality of design can
only be achieved through a
mutual understanding of your
requirements and our ability
to meet them.

If your thoughts are running
in this direction, let us coun-
sel with you.

AUGUST GOERTZ & CO., Inc.

BETTER METAL VANITY CASES
276 Morris Avenue Newark, N. J.





WE beg to announce to the trade at large the issuance of U. S. Patent No. 1,465,535, under date of August 21, 1923, covering the novel construction used in our Valmont Puffs.

The novelty and utility of this puff is attested by its widespread use and by the numerous attempts at duplication by other puff manufacturers while the patent was being prosecuted.

WE also wish to announce the adoption of our patented one piece fluted top and handle for the double compacts.

This construction gives the required thinness with the added advantages of the firm, substantial handle, and the beautiful effect produced by the fluted silk. It is the greatest addition to the appearance of the double compact box since the advent of the box itself. Samples on Request.

(Infringements of the Patent above referred to will be prosecuted)

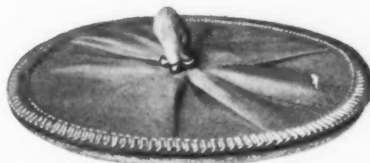
Capacity 950 gross per day

Valmont Manufacturing Co.

INCORPORATED

35 York Street

Brooklyn, N. Y.





"De Luxe Art Metal"
Gold-Dipped or Steel-Oxidized
LIP-STICK CONTAINERS

can now be had with

Diminishing Mirrors

—so that Madame et Mademoiselle can now see beautifully not only their colorful lips but also their bewitching faces in full.

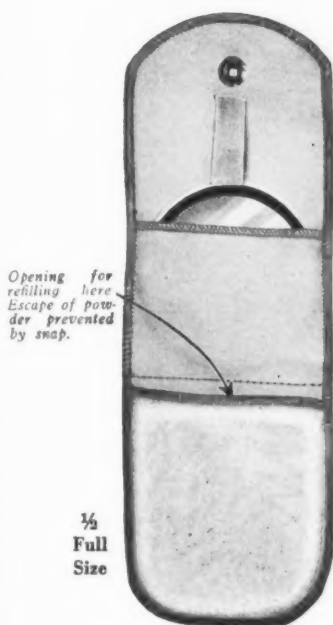
A big furore is certain—better hurry!

Samples and Prices on Request

De Luxe Art Metal Corporation
New York City Office: 1123 Broadway

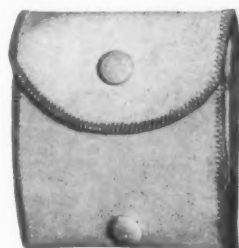
ABSOLUTELY NEW! -“WOOLVANITY”-

(TRADE MARK)



1/2
Full
Size

A NEW vanity case made with utmost exactness, and containing a full vision mirror, with a refillable powdering surface of the highest grade pure lamb's wool. Exterior made in both white and gray imitation kid with stitching to match. Sealed individually in Sanitary Glassine Envelopes.



1/2
Full
Size

Patents Pending

OPEN

Showing full vision mirror, method of filling. perforations in lamb-skin permits powder to come through to surface of wool evenly.

CLOSED

Showing powdering surface and mirror concealed—a feature that keeps both mirror and powdering surface absolutely clean and sanitary.

ABSOLUTELY THE NEWEST AND MOST ORIGINAL
VANITY YET DEvised FOR MILADY'S USE

Prices on request.

Let us quote you on our compact puffs.

“FILL-ME”
“DUCHESS”
“FILL-IT”

L. R. ROSE BEAUTY PRODUCTS CORP.

Manufacturers of Patented Powder Puffs and Novelties

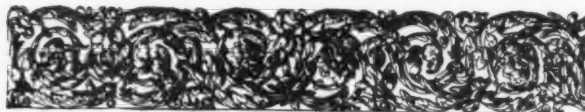
817 Chapel St., New Haven, Conn.

AS A MAN LOVES HIS CIGAR, SO DOES A LADY LIKE
OUR PRODUCTS.

“EVERY PUFF A PLEASURE.”

“LA PRINCESS”
“BEAUTY”
“SENORITA”





Romping School Kids

Hardly a care in all the world—

Much like the many men who rely on us for producing compacts, lip sticks, and eyebrow pencils.

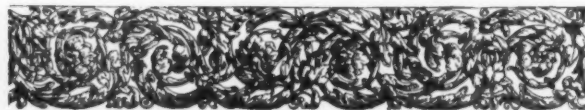
“Heartaches”—is that what the coming Holiday Rush Season will mean to you, on account of manufacturing difficulties? It holds no fear for us, nor for the many well known firms whom we serve.

If you sell compacts, lip sticks or eyebrow pencils you ought to know us.

Prices are right

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OIL OF YLANG YLANG MAYOTTE

Possesses a sweeter and more flowery character than the Bourbon Oil. The high cost of the genuine Manilla distillate—when obtainable—should be an incentive to the perfumer to test the Mayotte Oil, which, we believe, has won permanent favor with American perfumers.

Samples and prices will be sent on request

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Pure Spanish Oil Neroli Bigarade Petale

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"The Bond Man"

A Straight Talk to Manufacturers of Flavoring Extracts, Medicinal Prepara- tions and Wholesale Druggists:

By H. W. Eddy — The Bond Man

MY business is to relieve you not only of the expense, but also of the annoying delays and correspondence which so frequently are occasioned when applications for permits, supplementary forms and other declarations required under the Prohibition laws are not properly drafted when submitted to the government.

Most bonding companies sell you the bond and you prepare or have prepared at considerable expense, the applications for permits and other necessary documents. My clients are relieved of the expense and annoyance of these troublesome matters. All details are taken care of by me—the applications for permits, supplementary declarations and the tabulating of the information required by the government is done at my office and forms are sent to applicants all ready for their signatures. They are then signed and returned to me. All documents are carefully checked and re-checked at my office before being sent to the government.

No charge is made for the extensive service I render my patrons—the price at which bonds are sold is the same as others charge.

Let me tell you more about my service—there is no obligation.

H. W. Eddy—The Bond Man

506 Olive Street

St. Louis, Mo.

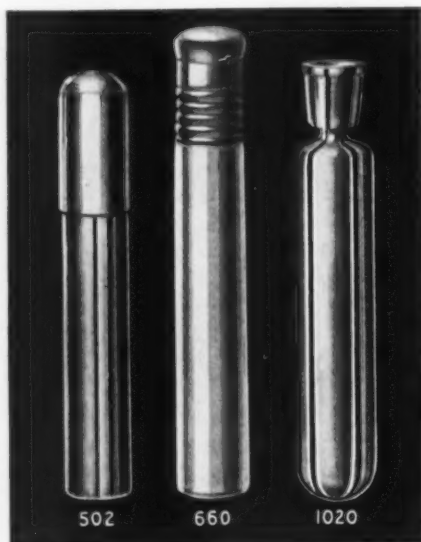
Scientific Utilities Co., Inc.

18 East Sixteenth Street
NEW YORK

Paris

Hamburg

Berlin



Plain and Colored Perfume Vials

*Latest Designs
Largest Assortment
Prompt Deliveries*

THE undersigned company takes this opportunity of acquainting the perfume public with the fact that it has undergone a complete reorganization both inside and outside.

At the same time, it has increased considerably its facilities for the manufacture and sale of plain and colored striped perfume vials, with rod stopper and cap, or with constricted neck, at prices that are lower than that of any other firm in this line; at the same time keeping up the best standard of quality and workmanship.

We defy comparison.

We carry the largest stock on hand, hence are ready to make prompt and quick deliveries. Ask for new price list.

SCIENTIFIC UTILITIES CO., INC.
NATHAN SANDERS, Pres.

Filling Apparatus

New and specially designed apparatus for filling perfume vials either in large or small quantities. Prices low, results satisfactory.

Laboratory Glassware

Complete equipment for the laboratory including instruments, chemical glassware, etc. Latest ideas from abroad.

Capping Material

Sealtight capping material, an ideal alcohol and etherproof capping for perfume vials. A little goes a long way.

Are You Using the Best Quality Face Powder and Rouge Compacts Available?



Do They Give You the Repeat Business They Should?

Our Rouge and Face Powder Compacts, Lipsticks and Eyebrow Pencils Mean ***Larger Repeat Business for You!***

It has been our privilege to supply face powder and rouge compacts to several of those manufacturers who have made the greatest strides in successfully marketing high grade packages of rouge and powder compacts. We stand behind our motto:

Quality—a little higher
Workmanship—a little finer
Service—a little better
Prices—a little lower

Write for samples and quotations today and learn the reason why our products bring repeat business to others.

Our modern up-to-date plant insures immediate deliveries regardless of quantity.

We will fill your boxes or furnish complete packages *under your own name*.

Inquiries will receive the personal attention of Mr. Louis Kronish, general manager.



Le Marcelino Company
104 Fifth Ave. New York, N. Y.

Feather Weight Thin Model Double Vanity

THINNER THAN THE AVERAGE SINGLE
BOX—ONLY 9/16 INCH HIGH



ZINN BUILDING
NEW YORK

Established 1875

Ladies of Refinement Will Prefer this Vanity. It overcomes all objections against the bulky size, weight and inconvenience of the ordinary double vanity.

Only 9/16 Inch High

MECHANICALLY PERFECT and made with positive spring catch for cover, with easy button release.

All finishes: highly polished—oxidized silver—triple-plate gold—or Roman (dull).

Full size mirror of Grade A1 quality.

Single Boxes Thin Model—7/16-in.
High

Three sizes—1½, 2 and 2½ in. diameter. Positive spring catch for cover, with easy button release.

Compact firmly held by special spring holder—snaps into place—no pasting—makes refilling practical in the 2½ in. size.

Prompt Deliveries

SIMON ZINN, Inc.
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If You Need Collapsible Tubes —plain or decorated

*We Can Give You
Unusual Service*

WRITE FOR FULL
INFORMATION



PURE TIN
TIN COATED
LEAD ALLOY

*No Order too Large
None too Small*

HORAK MANUFACTURING CO.

2522-24 S. Western Avenue, Chicago, Ill.

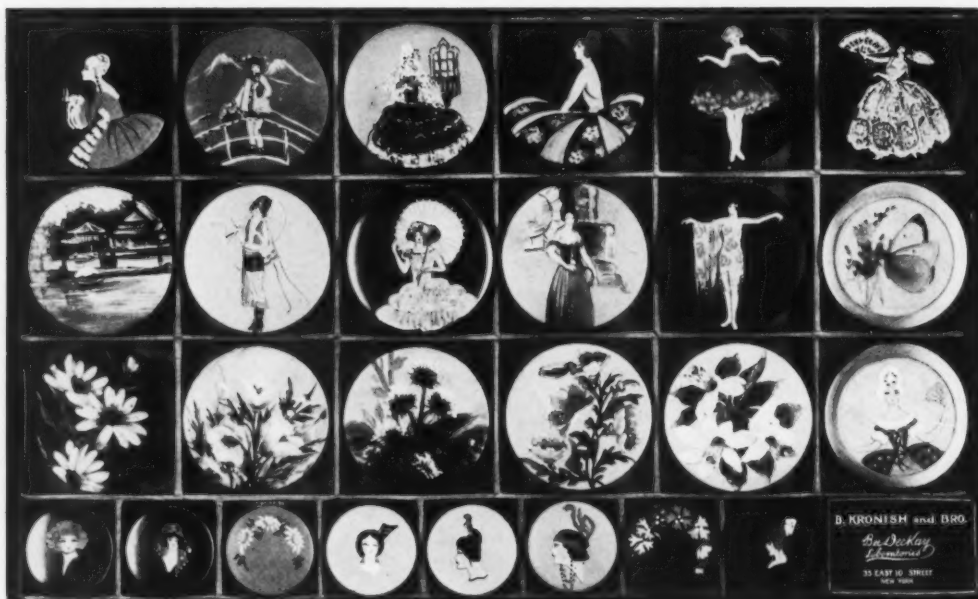
Mr. Manufacturer

Do you know that this is one of the biggest seasons in hand painted boxes

And that one of the most complete lines is available here at exceptionally low prices for quality goods?

Immediate Delivery

FROM OUR NEW LABORATORIES—ROUGE AND FACE POWDER COMPACTS, LIP-STICKS, EYEBROW PENCILS, ETC., ETC. BULK OR PACKAGE GOODS AS YOU PREFER.



"The Prettiest Line of Vanities in the Market"—so buyers say.

SEND FOR SAMPLES NOW

Made under ideal sanitary factory conditions

B. KRONISH and BRO.

Bee Dee Kay
LIPSTICKS, ROUGE AND
FACE POWDER COMPACTS
NAIL BEAUTIFIERS
SHAMPOO, ETC.
HAND PAINTED AND DECORATED
VANITY CASES
SPECIAL DESIGNS TO ORDER



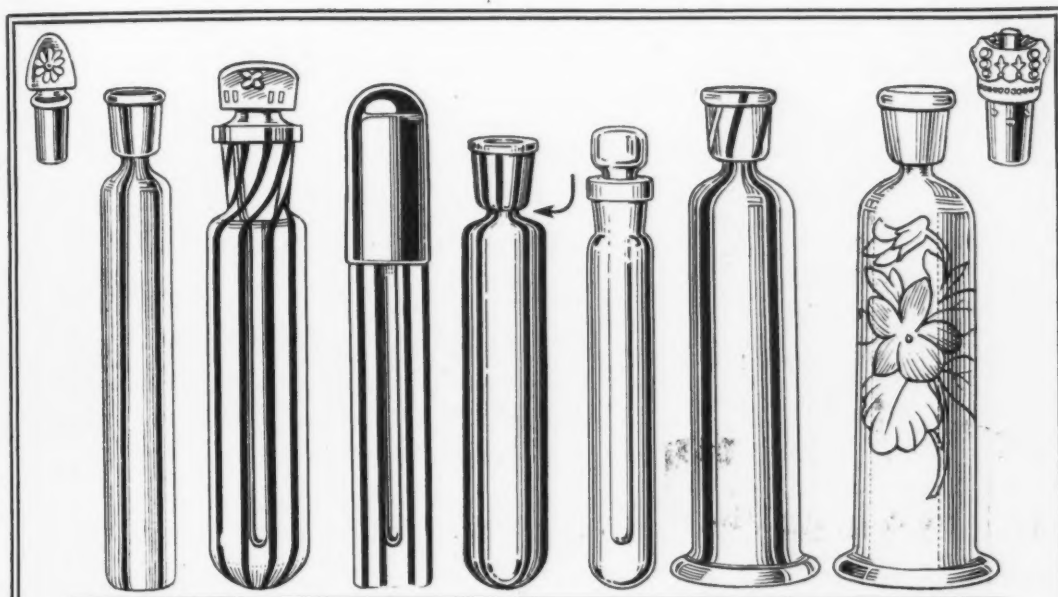
A COMPLETE LINE OF
TOILET ACCESSORIES
MADE OF FINEST
INGREDIENTS

"Handmaids to Beauty"

WE SPECIALIZE
IN SERVING
MANUFACTURERS

35 East 10th Street

New York City



ABOVE we illustrate a few STANDARD TYPES of VIALS made of plain and COLORED STRIPED GLASS. Other types can be made up to your order.

STOPPERS are GROUND TIGHT and DO NOT LEAK. CAPS, both BRASS and NICKEL PLATED are guaranteed not to tarnish.

SPECIAL ATTENTION is called to our NON-REFILLABLE (patented) VIALS. These can be made of plain white, colored striped and also of Non-Transparent Glass in all colors, mostly, pink, black, green, blue, amber, etc.

LET US KNOW what your requirements are and we will submit samples and prices.

SEALTIGHT

A capping material alcohol and ether proof, also transparent. Sold in 1 pound cans, sufficient for sealing 15 gross small vials.

PER LB. \$1.75

FILLING APPARATUS

consisting of glass jars clamped on to a metal stand.

EASY TO OPERATE

EASY TO CLEAN

¼ pt. (250 cc.)
each \$8.00

1 pt. (500 cc.)
each 10.00



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Tel. Madison Square 7940

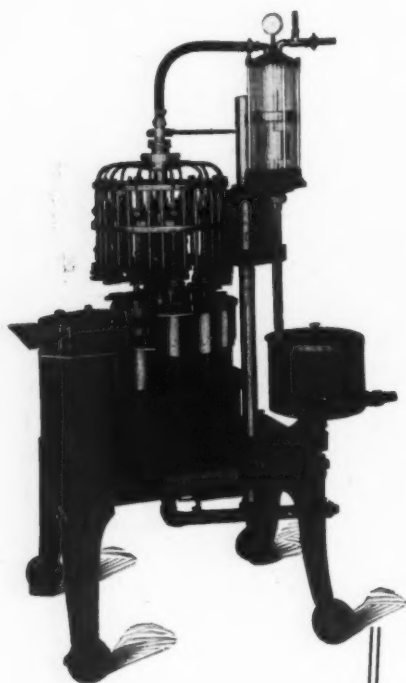
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This is the Filling Machine---



**Karl Kiefer
Rotary Vacuum
Filling Machine**

—that discharges a continuous stream of perfectly filled bottles—one just like the next—40 to 100 a minute, every minute of the day.

Here and there a bottle may not fill, but you'll find that it is broken or has an imperfect top. All such bottles are automatically discarded.

There's never any smear or spill on the outsides of the bottles from dripping or overflowing, to make it necessary to wipe the bottles. All such waste and extra labor—heretofore a "necessary evil" meaning thousands of dollars every year to many manufacturers—is eliminated.

Just one operator is needed—to put on the bottles. All the rest is automatic.

Bottles as small as $\frac{1}{4}$ oz. and other sizes up to 16 oz. are being filled on this wonderful machine.

Perfumes, extracts, syrups, ink, oil, light and heavy liquids of all kinds are filled successfully on our Vacuum Filling Machines.

Write for details and catalog.

The Karl Kiefer Machine Co.
Cincinnati, Ohio.

SIERRA TALC

A dependable source of supply—

Suppose you were given three samples of newly mined Talc—one of them being a sample of Sierra Talc and the other two being well-known brands—how much difference could you distinguish between them? The naked eye could find very little.

But notice them under a glass.

You would find that the sample of Sierra Talc was free from hard grit, mica scales, shiners, color spots, iron and lime and had an excellent slip—so essential in the manufacture of high-grade talc and face powders.

This fact of uniform quality in Sierra Talcs is constant. We have mined our deposits for five years from seven different angles. Samples taken from every part of the deposit show the absolute dependable, constant quality of Sierra Talc.

A new deposit recently opened shows a still lower lime content which means that Sierra Talcs are practically free from lime and hard grit.

This dependable source of supply is your gain. You can profit by using Sierra Talc in your toilet goods.

One quality but in two degrees of fineness: Sierra Cloud 300 mesh and Sierra Snow 200 mesh. If you are turning out toilet preparations you would be interested in samples of Sierra Talc which we will ship you on request.

In order to facilitate shipments we maintain distributing houses in—

New York Boston Philadelphia Detroit
Chicago St. Louis San Francisco

SIERRA TALC COMPANY

EQUITABLE BANK BUILDING
LOS ANGELES, CALIFORNIA



IT ACTUALLY COSTS LESS— FOR WHAT IT SAVES

Toilet goods manufacturers who have been using Sierra Talc for the past five years actually find that in the long run they are saving money. In fact some of them find that the saving on the use of Sierra Talcs actually brings in profit.

Take for instance—The manufacturer who uses Sierra Talc and Face Powders, Toilet Powders, Foot Powders, Creams, Pastes and Lotions finds that Sierra Talcs enter his processes without having to be bolted. As a result all the expense of gyrating and bolting, common to many other brands is entirely done away with. A great saving in time and trouble.

And again—Sierra Talcs come to you in neat, clean 100-lb. sacks. This means convenience in handling, time and labor saved. It also means that the patented sacks insure Sierra Talc reaching you in a perfect condition—no ravelings, grit, strings or dirt.

Another point is—Sierra Talcs are uniform in quality. The highest type of modern milling equipment insures a Talc of 200 mesh or finer, freedom from grit, iron and lime and having a good slip. Sierra Talcs are of a brilliant white color and meet all the exacting requirements of the perfumer trade.

Sierra Cloud

It is used in the manufacture of especially fine, high-grade toilet and face powder

Sierra Snow

It is light and fluffy and can be readily mixed with other powders when necessary

If you are interested in the use of Talc in the toilet goods trade write us for samples to prove our claim. We maintain distributing houses in

New York Boston Philadelphia Detroit Chicago St. Louis San Francisco

SIERRA TALC COMPANY

Equitable Bank Building
Los Angeles California

Welch's
"THE NATIONAL DRINK"

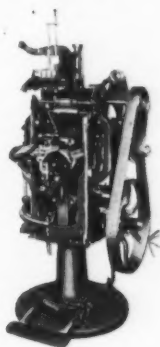
Mulsified
Cocoanut Oil Shampoo

Good labels
sell products, but

Good labeling
sells more products

for the labels must be put on economically, accurately, neatly and rapidly. Hundreds of the best selling products for that reason are labeled on the

WORLD LABELER



Let us show you how the World Labeler will work for you as it does for those concerns whose trade marks are shown here.

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Q. R. S.
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Music
Rolls

Absorbine Jr.
THE ANTISEPTIC LINIMENT

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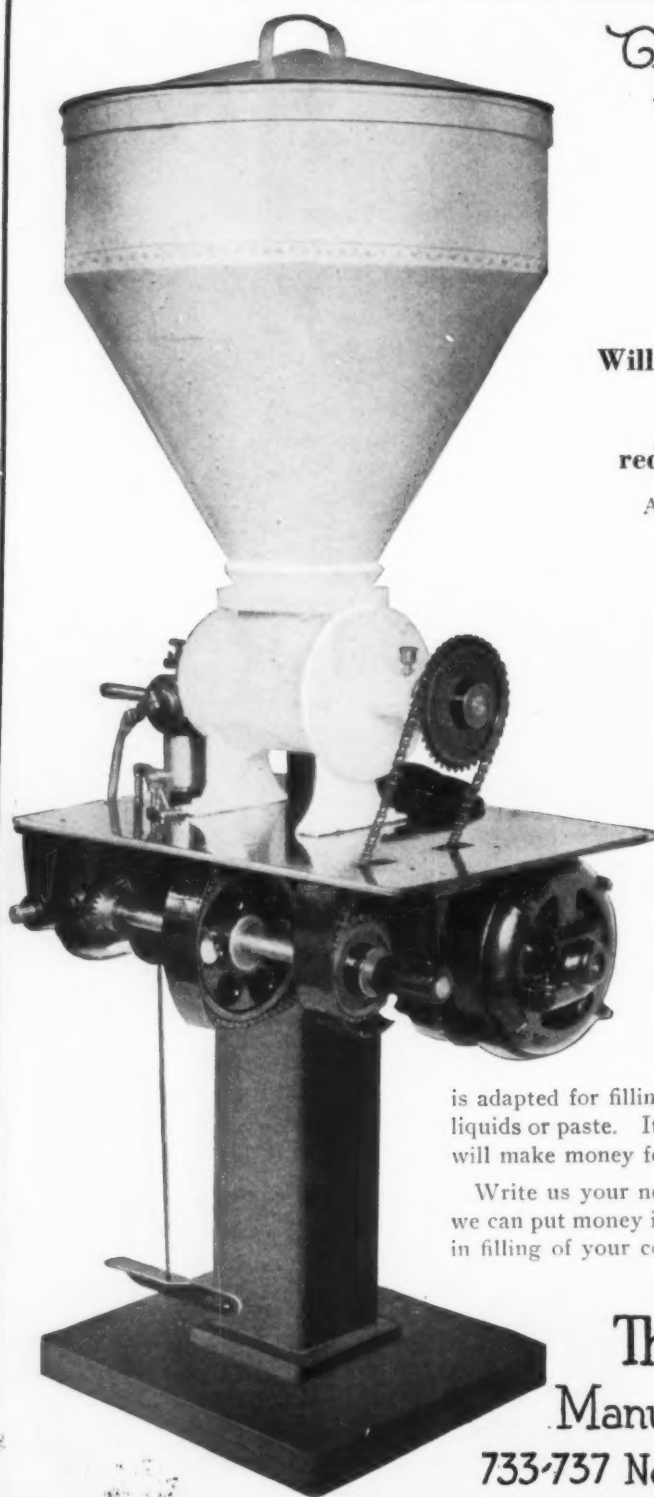
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O-Cedar
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Universal Vacuum Filler

**Will increase your production
50 to 100 per cent
and
reduce your filling expense**

Among our satisfied users are:

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waukee, Wis.*

*The Stomatol Company of
America, Highland Park, Ill.*

*A. J. Krank Manufacturing
Company, St. Paul, Minn.*

We can satisfy you.

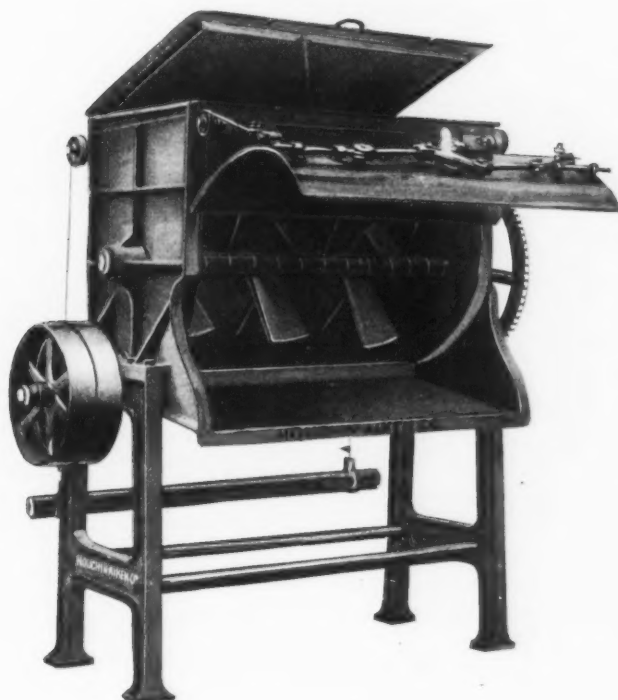
The Wepplo Universal Vacuum Filler

is adapted for filling all containers with liquids, semi-liquids or paste. It saves time, material and space. It will make money for you.

Write us your needs and we will prove to you that we can put money in your pocket through a big saving in filling of your containers.

The WEPPLÖ
Manufacturing Company
733-737 North Carpenter St. Chicago

SOAP MACHINERY



Ideal amalgamator for incorporating colors and perfumes in soap before milling. Saves one or two millings and increases capacity of mills.

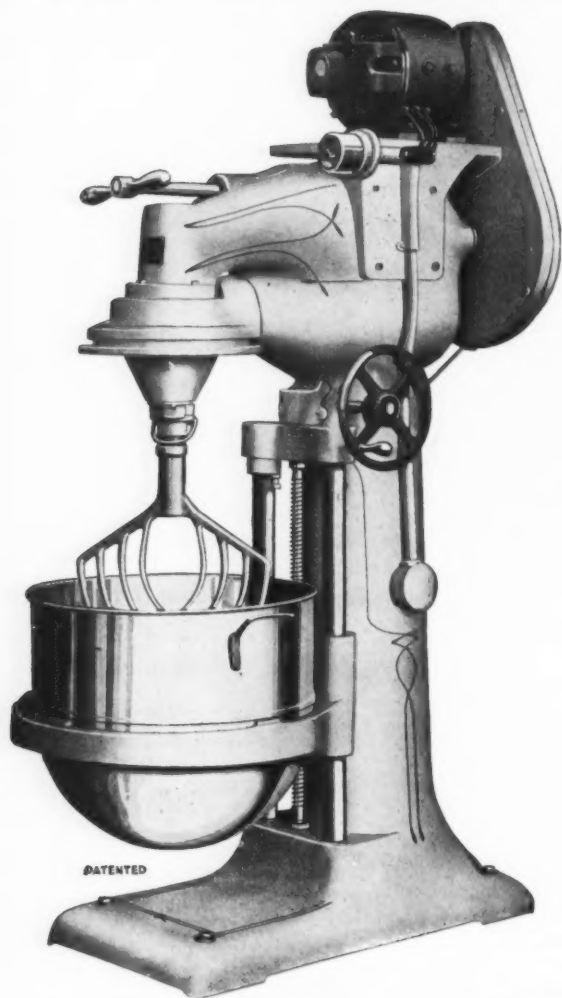
HOUCHIN-AIKEN CO. INC.

ENGINEERS & MACHINISTS

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FOR EFFICIENT MIXING



If the quality of your product depends upon efficient mixing, a Read Three-Speed Mixer should be used.

For thoroughness in mixing it is incomparable, as the planetary mixing action, which only a Read can have, puts quality into every batch.

For mixing Facial Creams, Soaps, Dental Creams, Shaving Creams, or any other product, which requires a thorough mixing, a READ is, without a doubt, the best machine obtainable.

Prominent Users of
READ 3-SPEED MIXERS

are

COLGATE & CO., Jersey City, N. J.
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Mass.
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Read Mixers are the result of 15 years' experience in building mixing machinery. You'll find the principle of planetary motion has been applied to the mixing action of a READ. We have an interesting booklet on these mixers that will be sent you FREE if you so desire.

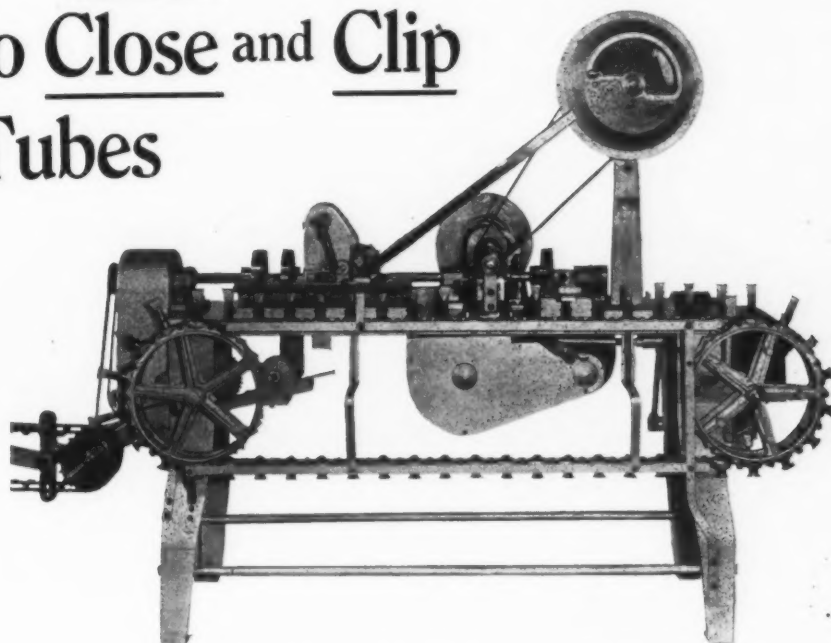
READ MACHINERY COMPANY

YORK, PA.

Manufacturers of

Mixing — Sifting — Weighing — Conveying Machinery

The First Automatic Machine to Close and Clip Tubes



Capacity 40 to 50 Tubes per Minute
Operating Satisfactorily in Five
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"I wish to state that at this time that from all indications this machine is going to be a great labor saver as well as making a neater package."

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One pound\$12.00

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You can now have that irresistible and widely adaptable Tea Rose odor in your moderate priced toilet waters, perfumes, and cosmetics.

Another true-charactered synthetic in our famous D. line within the reach of all because of our improved method of distillation.

Let us send you a trial ounce of Tea Rose D. so that you can put it to the use test in your own laboratory.

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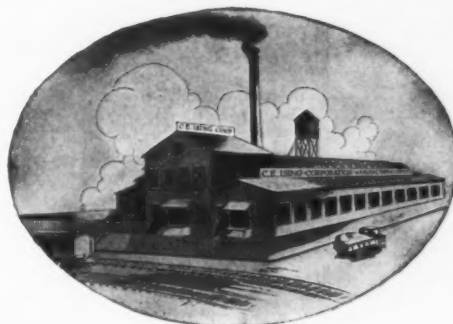
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FOR LILAC WATER
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24 P

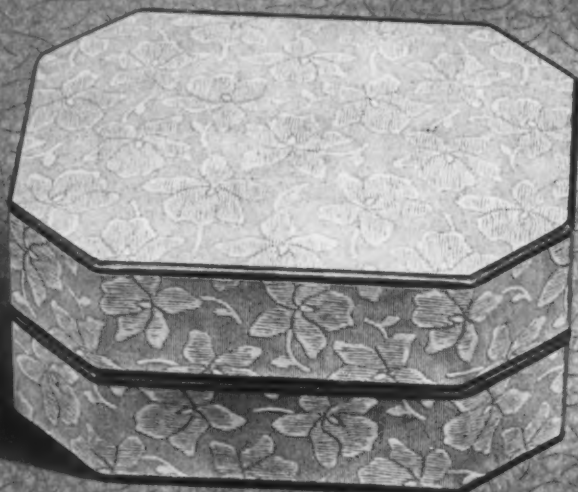
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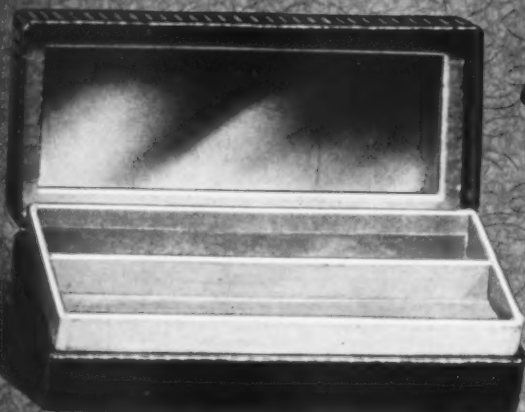
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9 P



44 P

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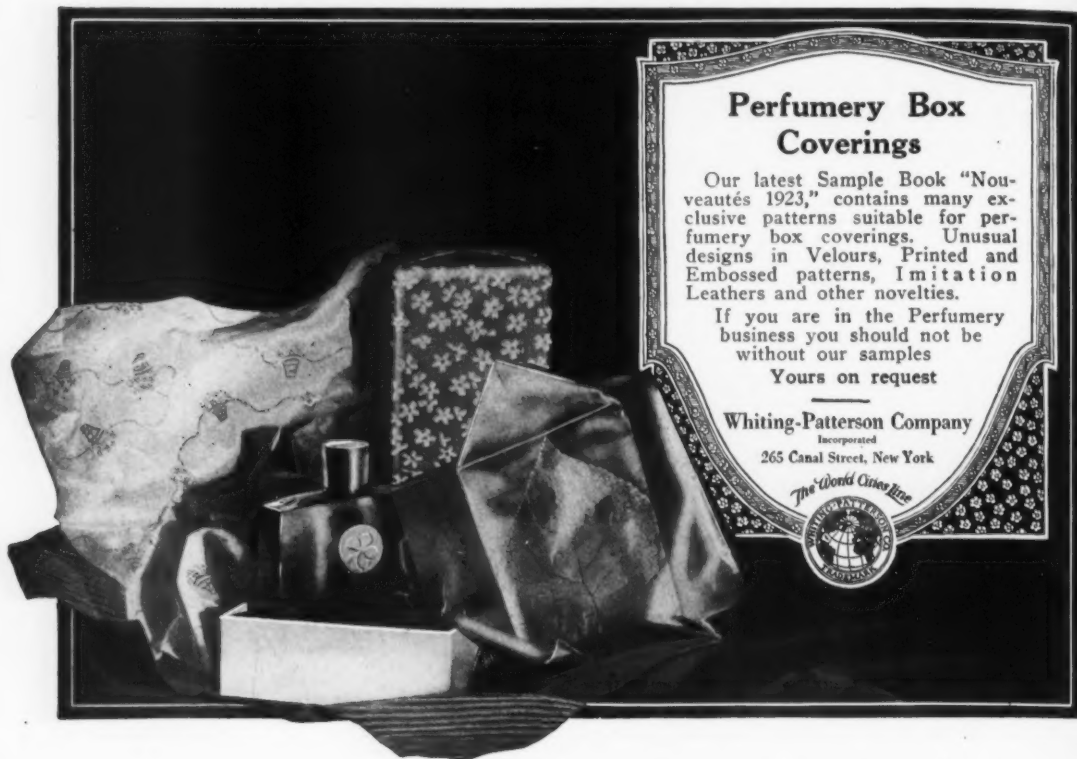
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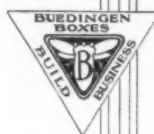
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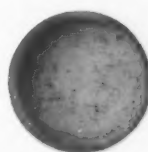
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IRA SCHIEBER

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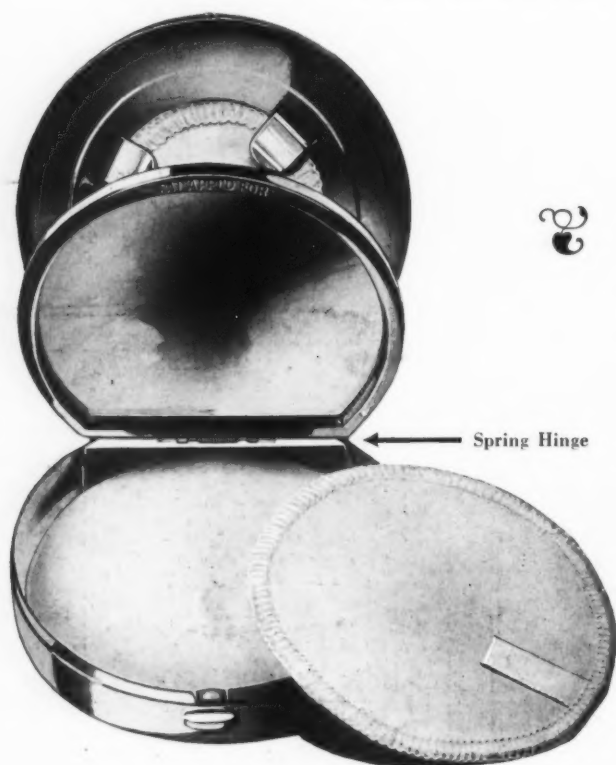
Note these Selling Points

Single Mirror on Spring Hinge — Back of Mirror Highly Polished

Light in Weight — Same Size as a Single Vanity

Patented Snap Lock — Full Sized Compacts — Rouge Puff Held in Place

Write for Full Information



Pallas Mfg. Co., Inc.

Mott Haven 4254

459-463 E. 133d St.
NEW YORK

Western and Southern Representative

IRA SCHIEBER

2018 Railroad Exchange Building, St. Louis, Mo.

FERDINAND BUEDINGEN COMPANY

INCORPORATED
ROCHESTER — NEW YORK

BUILDERS OF FINE BOXES

Machine and Hand Construction

Complete Lines Created and Designed



New York Office:
152 West 42nd Street
W. John Buedingen

New England Representative:
A. S. Jewett, 32 Atlantic Ave.
Boston, Mass.

SCOVILL QUALITY

Expressed in a

NEW DOUBLE VANITY BOX

EMBODIES all of the features which women prefer. Beautiful in appearance—convenient in size—neither heavy nor bulky.

Easily opened. A slight pressure releases the Double Positive Spring Catch which controls both covers—Saves the nails and temper.

Furnished in the various SCOVILL quality finishes, with or without inlaid colored border design on both cover and rouge platform.

Write to our nearest office for prices

BRASS MILL PRODUCTS — MFG. GOODS TO ORDER

SCOVILL MANUFACTURING COMPANY
Mills, Factories and Main Office: — Waterbury, Conn.



Actual Size.


SPECIAL FEATURES

Double Positive Spring Catch, Rouge Puff
Patented Holder, Powder and Rouge
Patented Refill Holders.

Sales Offices:

280 Broadway, New York Pennsylvania Bldg. Phila.
10 High Street, Boston Rialto Bldg. San Francisco
Leader-News Bldg. Cleveland 224 W. Lake St., Chicago

We will exhibit at the Perfumery, Toilet Articles and Soap Exposition, 71st Regiment Armory, New York City, March 3rd to 8th, 1924.



MONARCH QUALITY

**Superior
Paper
BOXES
for
Toilet
Preparations**

MONARCH · NUSBAUM
PAPER BOX CO. INC.
BUFFALO, N. Y.

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Quality and Service

We are equipped to manufacture
a complete line of:

Rouge and
Face Powder
Compacts
Lipsticks
Eyebrow
Pencils
Face Powder
Creams

We have the facilities to produce a
line of high grade cosmetics under
YOUR OWN BRAND.

*Write for Samples
and Quotations*



172 Fifth Avenue
New York, N. Y.



REPEAT ORDERS
 FOR OUR STOCK LABELS
TELL THE TALE!
 ENGRAVED LETTERING GIVES
 THAT DISTINCTIVE LOOK

LABELS IN STOCK FOR
 HAIR TONIC SHAMPOO
 TOILET WATER CREAMS
 BANDOLINE COSMETICS
 PERFUMES EXTRACTS
 TALCUM POWDER WRAPS
 SACHET ENV.

SEND FOR OUR CATALOGUE OF
 STOCK PERFUMERY LABELS

THE JARDEN LITHO.CO.
 308-312 N. 10TH ST. PHILA., PA.

The Charm of Newness

is well exemplified in the design
 of this box with its graceful
 swelled sides, its extended
 bottom; and its domed top—
 which fits in every position.



Write for a Sample

Young Brothers

New York Office, 130 W. 42nd Street
 Bush Terminal Sales Building (4th Floor)

Displayologists

(REG. U. S. PAT. OFFICE)

Providence, R. I.

Dennison's



Unusual
Seals
help
to sell

THE first sales of perfumes and powders may depend upon the appeal which the product makes to the eye. Give your product a distinctive touch — an unusual Dennison seal to brighten the bottle or box — and you are one step nearer a sale.

Dennison seals are first of all quality seals. They are capably designed and carefully manufactured. A Dennison seal is a mark of merit on any product.

Fill out the coupon and write for samples, without any obligation. You may find a new idea for *your* seal.

Dennison has also made the finest boxes for perfumers for seventy-five years.

Dennison Manufacturing Co.

THE **•TAG•** MAKERS

Dept. 9 A.-P. Framingham, Mass.

Please send me samples of fine seals for Perfumers.

Name.....

Address.....

AUGUST GIESE & SON

162 William Street
New York



FRENCH FILTER PAPER

ALL
GRADES



Get Our Prices



In Stock in New York for Spot Shipment

Tight, Dependable Closures, Plus—

IN addition to making tight, dependable closures, Armstrong's Embossed Top Corks provide the utmost in convenience and safety for the users of your bottled goods. They are easily removed without a cork screw, knife blade or bottle opener and a simple twist of the hand makes a tight re-seal. There is no danger of splattered clothing, broken finger nails or gouged hands with

Armstrong's ^{Embossed} _{Top} Corks

But one of the biggest features is their decorative value. Provided in a color to harmonize with your product or label, and with your name or trade-mark embossed on the top, Armstrong's Embossed Top Corks improve materially the appearance and selling value of your package.

The only way to judge their dependability, convenience, safety and decorative value is to see some of the corks themselves. If you purchase stoppers in lots of 10,000 or more of one size, samples and prices of Armstrong's Embossed Top Corks will be sent cheerfully on request.



Convenience



Safety



Appearance



Advertising Value

ARMSTRONG CORK COMPANY, 139 Twenty-fourth Street, PITTSBURGH, PA.



DEJONGE Quality Papers



The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street
NEW YORK

The Seal for Toilet Requisites



PROBABLY no preparations require greater care in selecting a closure than toilet requisites. Delicately perfumed. Deteriorating, drying out unless sealed air-tight after each daily application.

Leading manufacturers have found in the Duplex Seal the only completely satisfactory closure—sealing and *resealing* the jar air-tight—keeping the contents fresh and sweet *down to the last little bit*. Off with a quarter turn of the wrist—on with the same easy motion.

The Duplex Seal builds good will.

The **Duplex Seal**

**A PERFECT SEALING & RE-SEALING
CAP FOR GLASS BOTTLES & JARS**

NATIONAL SEAL COMPANY, Inc.

Executive Offices and Works:

14th Ave. and 36th St., Brooklyn, N. Y.

208 S. La Salle Street, Chicago, Ill.

Liberty Central Bldg., St. Louis, Mo.

201 First National Bank Bldg., Kansas City, Mo.

Newport Bldg., 68 Devonshire St., Boston, Mass.

Morgan & Simpson, Pacific Coast Representatives

84 Second Street, San Francisco, Calif.

*Duplex Seals manufactured and sold in Canada
by The Canadian Bond Crown Co., Ltd.,
75 Panet St., Montreal*

The New Rivco **VERITHIN**

Double-Compact Case

SINCE the advent of the double vanity case it has been the ideal of every manufacturer to produce an extra-thin, yet light and practical double-mirrored case. Our VERITHIN double-compact case embodies this ideal to an extent hitherto unachieved.

Attractive, sturdy and extra-thin the new RIVCO double case cannot but lend an enviable prestige to the manufacturer who uses a RIVCO product for his compact numbers.

The single vanity case can also be made extra-thin.

Requests for prices or samples receive immediate attention.

Rhode Island Vanity Case Company, Inc.

**Sales and Executive Offices
13-25 Astor Place, New York**



Stop Breakage Costs!

BANG! Every time one of your porters or truckmen drops a box of jars, it usually means a breakage bill which you have to pay. When express or freight forwarders do it, it means trouble, correspondence and delay at best.

And do you ever think of the breakage losses on your goods when in the hands of your jobbers, retailers and consumers?

Peerless Tubes as containers for your product mean an end to these needless and annoying breakage costs. Of course, that is only one point in their favor, and not the most important one either, but it is sufficient to make their adoption imperative.

And don't forget the Sanitation, Beauty, Convenience and Economy-in-Use of Peerless Collapsible Tubes. They keep contents moist and fresh.

May we send you samples?

PEERLESS TUBE COMPANY

48 Locust Avenue, Bloomfield, N. J.

Chicago Agents: V. E. MEADOWS, 1721 Wallen Ave., Chicago, Ill. Tel. Shell Drake 5529

The Lorscheider-Schang Company

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



Originators, Designers
and Specialists

IN THE

Highest Grade
Boxes

FOR

Complexion Powders,
Perfumery and
Toilet Articles



No. 8 Paste Mixer

MOTOR DRIVE

ESPECIALLY adapted for the mixing of Tooth Paste, Toilet Creams, Paints, Ink and various materials in Paste Form.

All gears are machine cut and substantially guarded.

Send for our catalogue fully illustrating our full line.

Arthur Colton Company

MANUFACTURERS OF PHARMACEUTICAL MACHINERY

2604 East Jefferson Avenue, Detroit, Mich.



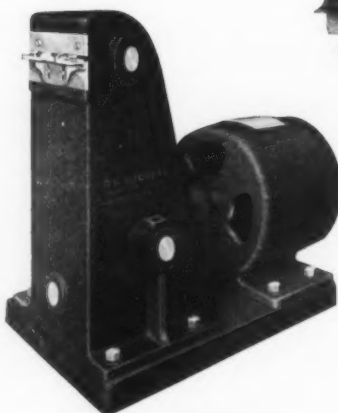
HAND TUBE FILLER

No. 6-A

Diameter 14"
Height 29"
Capacity
5 Gallons
Weight
85 Lbs.

HOT WATER BASE

Fills from 15 to 20 Tubes per Minute
Tubes $\frac{3}{8}$ to $1\frac{1}{8}$ " Diameter



Electric Driven Power Crimping Machines

HEIGHT 12 INCHES
LENGTH 14 INCHES

WIDTH 7 INCHES
WEIGHT 95 LBS.

CRIMPS 0 TO 8

$\frac{1}{2}$ H. P. MOTOR—RUNS FROM ANY LAMP SOCKET



HAND TUBE FOLDER.

Folds from 0 to 8 clips. Weight, 5 lbs.

No. of Clip Diam. of Tube

1	$\frac{1}{2}$
2	$\frac{5}{8}$
3	$\frac{3}{4}$
3A	$\frac{7}{8}$
4	1
4A	$1\frac{1}{8}$
5	$1\frac{1}{4}$
6	$1\frac{1}{2}$
7	$1\frac{3}{4}$

THE CLIP THAT DOES NOT CUT THE TUBE

Use Clip Numbers when ordering From 0 to 8 carried in stock Larger sizes furnished promptly

Tube, Jar or Powder Labor Saving Filling Machinery

Send for catalog of full line of hand and power equipment.

GEORGE G. RODGERS, Springfield, Ohio

3

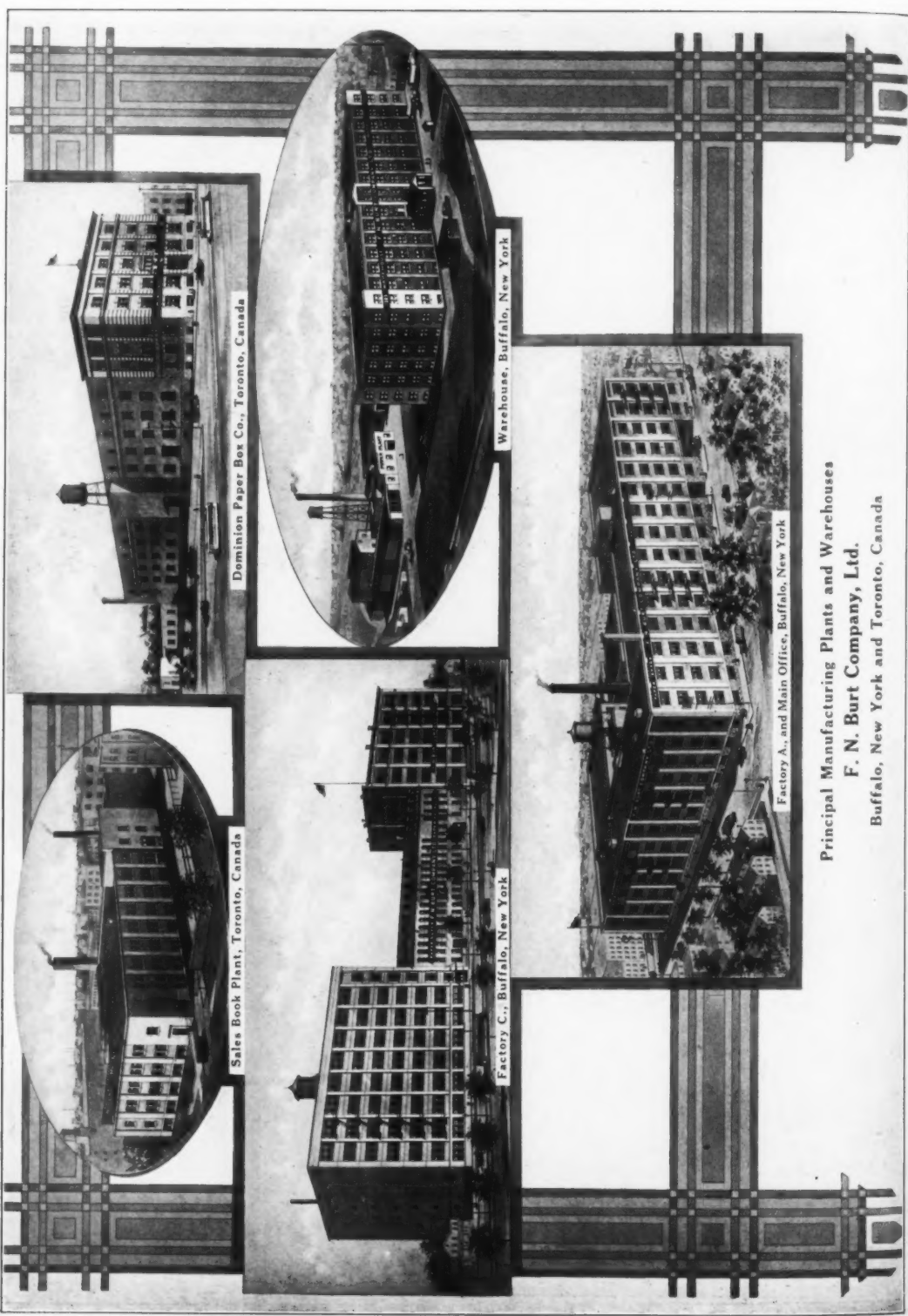
F·N·Burt Company Ltd.

SPECIALISTS IN

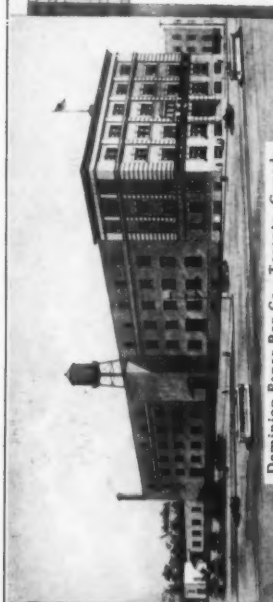
**Small, Fine
Paper Boxes**



**MAIN OFFICE,
540 SENECA STREET,
BUFFALO, N. Y.**



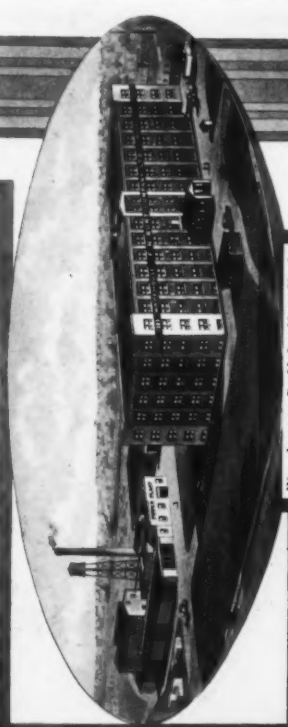
Sales Book Plant, Toronto, Canada



Dominion Paper Box Co., Toronto, Canada



Factory C., Buffalo, New York



Warehouse, Buffalo, New York



Factory A., and Main Office, Buffalo, New York

Principal Manufacturing Plants and Warehouses
F. N. Burt Company, Ltd.
Buffalo, New York and Toronto, Canada

Cut Down Operating Costs With the HALLER

More efficient production means more profits.

Haller automatic rotary and bench filling machines materially reduce operating costs and at the same time increase the volume and uniformity of output.

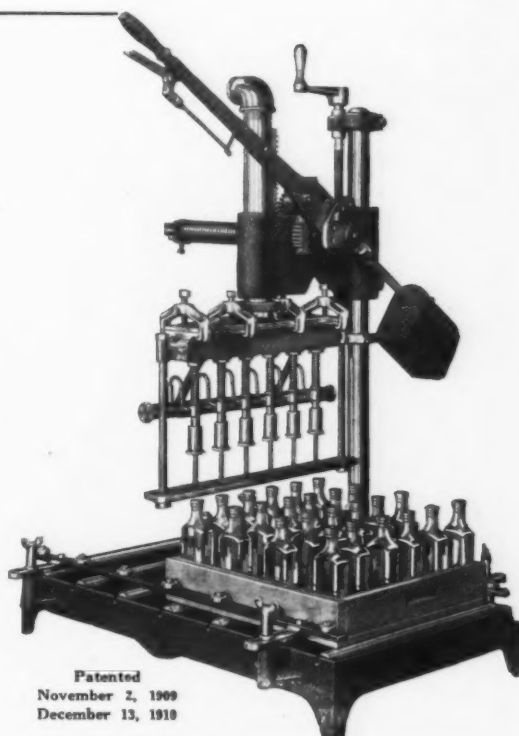
No matter what your output is, we can reduce your operating costs.

Write for full information.

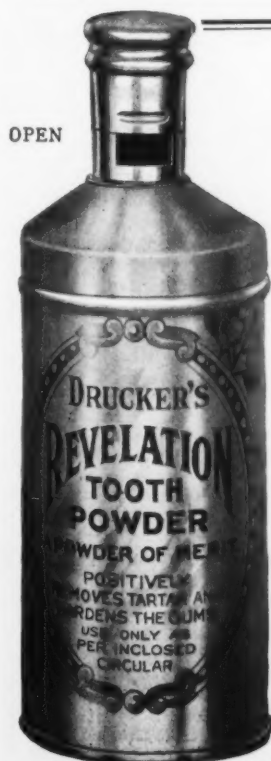
This cut shows our improved Six Tube Bench Filler for Any Size and Shape Bottles.

McKenna Brass & Mfg. Co., Inc.

First Avenue, Ross and Water Streets
Pittsburgh, Penna., U. S. A.



Patented
November 2, 1909
December 13, 1910



OPEN



CLOSED

Telescope Top for Tooth Powder Cans

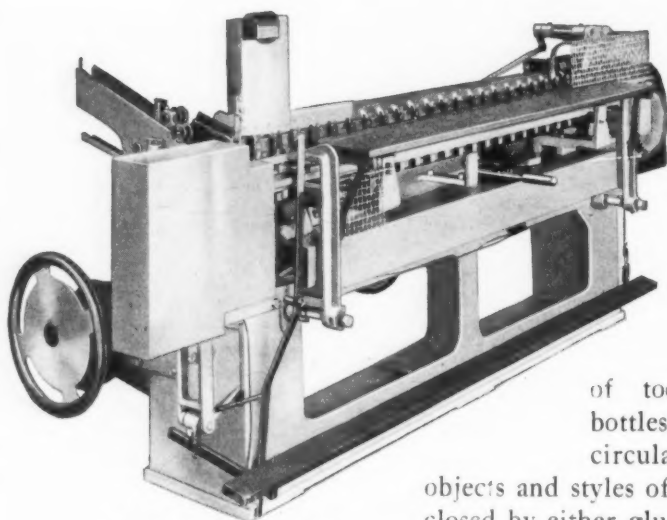
To retain, and even *improve* your business in tooth-powder, in the face of tooth paste popularity, it is necessary to *modernize* the package.

Write for sample.

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and tooth-powder cans and jars in Brass—Polished Nickel Plated, etc.—and other metals.

BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.



FOR SETTING-UP AND CLOSING
TOOTH BRUSH CARTONS

ADAPTABILITY

That is one outstanding feature of the
**REDINGTON
CARTONING
MACHINE**

They are successfully wrapping and cartoning soap, tubes of tooth paste with circular, bottles with corrugated liner and circular, and a great many other objects and styles of package. Cartons may be closed by either gluing or tucking in.

F. B. REDINGTON CO.

ESTABLISHED 1897

INCORPORATED 1907

DESIGNERS AND BUILDERS OF SPECIAL MACHINERY

110 SO. SANGAMON ST.

CHICAGO, U. S. A.

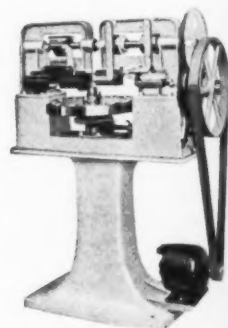


Tube and Jar Filling
Machine

SIMPLEX

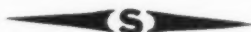
AUTOMATIC FILLING AND CLOSING MACHINES

Get the machines with the improved ideas—increases your production—Cuts your operating costs—



Patented and Patents Pending
Tube Closing and Clipping Machine

These machines are the result of long research and intelligent tests, and will handle successfully all Viscous, Semi-Viscous and Liquid Materials. Your inquiries are solicited.



T. L. HARRISON AND COMPANY

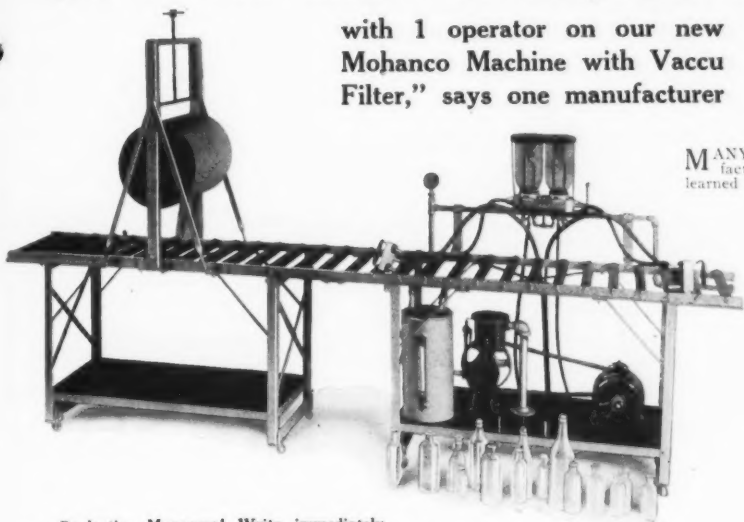
Engineers and Manufacturers of Chemical Machinery

THE BOURSE BUILDING (Machinery Exhibit)

PHILADELPHIA, PA.

"We Filter and Fill 20,000 Bottles Daily

with 1 operator on our new Mohanco Machine with Vacu Filter," says one manufacturer



MANY of the large, many of the small manufacturers of the country have long since learned how to reduce production costs, and increase output, through the use of Mohanco labor-saving machines.

Now a great advancement is made in automatic bottle filling. For Mohanco Vacuum Filling Machines are now available with the well-known Vacu Filter. The liquid is filtered and bottled in one continuous operation — increasing production speed as much as 500 per cent — and decreasing labor costs for handling often from 2/3 to 1/3.

The Vacu Filter now used by such leaders as:

Palmolive Co., Eli Lilly Co., U. S. Gov't Hospitals, Albany Chem. Co., Standard Oil Co., United Drug Co., Parke, Davis Co., Lehn & Fink.

MOHAN AND COMPANY, INC.

44 East 23rd St., New York

Manufacturers of Labor-Saving Machinery for Filling Liquids, Labelling Containers, Counting and Filling Tablets, Pills, etc.

Production Managers! Write immediately.

Without obligating yourself, let us furnish complete details. Please state

Kind of liquid..... Size bottle.....oz.

Monthly output..... No. operators required.....

and pin to your letterhead. Also send sample of product.

Made in four sizes with wood, sheet iron, blue enameled, cast iron, blue enamel-porcelain lined, galvanized iron, aluminum or copper cans. Motor or pulley drive.



Part of Battery of Day No. 2 Pony Mixers used in the preparation of tooth paste by the Peppodent Company in their plant at Chicago, Ill.

DAY Pony Mixers Solve the Mixing Problems of Large TOOTH PASTE Manufacturer

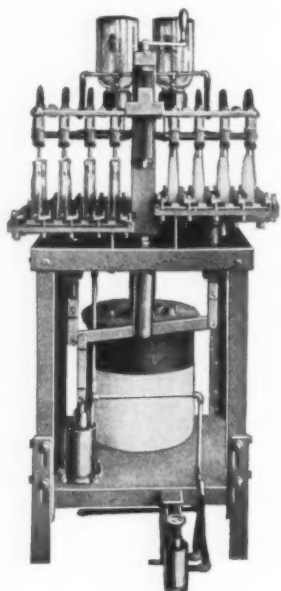
These strong, efficient mixers as well as other DAY equipment are also used in the manufacture of Colgate, Pompeian and Kolynos products, and in the preparation of hundreds of other toilet goods products. Blades and can revolve in opposite directions mixing products quickly and thoroughly.

Write for our New Catalogue of DAY Special Machinery

The J. H. DAY Company

Cincinnati, Ohio

New York Chicago Boston Philadelphia San Francisco Buffalo Kansas City Columbus Milwaukee Minneapolis Pittsburgh St. Louis Atlanta Dallas



Double Head Eight-Stem Semi-Automatic VACUUM FILLING MACHINE

Fills four bottles while four others are being put in machine. Placing them in the machine discharges others on a Belt Conveyor. Readily adjusted for any ordinary size bottle. Foot control Valve automatically fills containers and dumps Overflow Jars. Detect bottles that will leak after filling, fills to absolute uniform height, and has no drippage.

Full particulars on application.

INTERNATIONAL FILLER CORP.

Factory and General Offices

PETERSBURG, VA.

REPRESENTATIVES

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Phone Beekman 2217
207 Water St.

St. Louis, Mo.
CORLISS SUPPLY & MFG. CO.
Phone Belmont 25
1906 Olive St.

Cleveland, Ohio
A. K. EINSTEIN
Phone Prospect 1252
Union Building

STOKES BOTTLE WASHING MACHINE



Washes one gross of bottles per minute,
inside and outside.

PERCOLATORS	TUBE FILLERS
WATER STILLS	POWDER FILLERS
PENCIL MOLDS	CREAM MIXERS

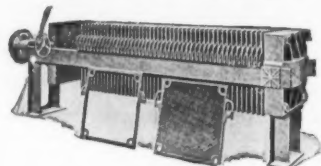
Send for Catalog.

F. J. STOKES MACHINE CO.
6112 Tabor Road, Olney, P. O., Philadelphia, Pa.

Liquid Soap as clear as a crystal

is assured by filtering your liquid soap thru a

SHRIVER Filter Press



The Shriver method is quicker, more economical and increases production.

If you are desirous of learning more about the filtration of liquid soap by means of a filter press—write us. We maintain a Service Bureau for just such a purpose.

T. SHRIVER & CO.

890 Hamilton St., Harrison, N. J.

The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth, especially woven for filter press work, at very close prices. Ask us to quote on your filter cloth requirements.

**Quality
Quality
Quality
and
Service
Service
Service**

OXZYN COMPANY

154—11th Ave.

New York City

*Originators of NATURAL ROUGE for
Brunettes, Blondes and Olivettes.*

Lip Rouge :: Cosmetique :: Eye Brow Pencils

THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



Specialties

**Pure White Sun Bleached Beeswax
Pure Refined Yellow Beeswax**

Specify "T.L." Brand Pure White Sun
Bleached Beeswax. Guaranteed un-
der Food and Drug Act, June 30, 1906.
Serial No. 4068.

Write for samples

Long Distance Tel. Lambert 8183

**VANILLA
BEANS**

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

**IF WE ARE NOT MAKING
YOUR COMPACT PUFFS,
WE ARE BOTH LOSING MONEY.**



Acme Compact Puff Co.

500 N. Dearborn St.

Chicago

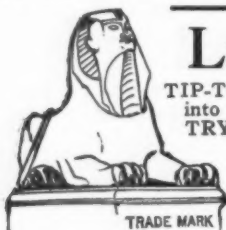
H. L. HEITER

*I am the Pioneer in Furnishing Metal Boxes
for Compacts to the Trade*

200 Fifth Avenue

New York City

Phone: Gramercy 3221



TRADE MARK

REG. U. S. PAT. OFF

Labeling Pastes

TIP-TOP WHEAT PASTE POWDER. Made into a Paste with Cold, Hot or Boiling Water. TRY IT.

SPHINX PASTE—For high grade labels to glass or paper.

TINNOL—For plain or lacquered tins.

MACHINE GUM—For wood or paste-board.

CONDENSED PASTE POWDER—1 lb. makes 2 gallons snow white paste for general pasting purposes.

For further particulars write

The Arabol Mfg. Co. 110 EAST 42nd STREET New York

Glyzzerol B

A SUBSTITUTE

FOR

C. P. GLYCERINE



Unique Miniature

Perfume Vials

capacities
1 to 10 cc

Full set of samples
on request.

Glass Products Co.

Vineland, N. J.

"A" QUALITY MIRRORS

MIRRORS FOR VANITY
CASES, COMPACTS AND
ADVERTISING
NOVELTIES

NEW YORK MIRROR WORKS

Telephone DRYJecK 4239

OUR
MIRRORS
ARE GUARANTEED
DELIVERIES PROMPT.
WE WILL GLADLY SUBMIT
SAMPLES AND PRICES.

191-193 Chrystie St., New York City

Samples
and
Quotations
on
Request

For Your Compact

DISTINCTIVE

Better Made

PUFFS

at a

Lower Price

Furlager Manufacturing Co.

67 East 8th St. New York, N. Y.

**CLARENCE
MORGAN
& COMPANY**

We are representatives in the Middle West for the Belgian Trading Co., Inc., which recently acquired The Essential Oil Co., of Trenton, N. J., world's largest manufacturers of

TERPINEOL

FULL STOCKS ARE CARRIED

355 W. ONTARIO ST.

CHICAGO

SUPERIOR 8870

MIRRORS

for

VANITY BOXES

PROMPT DELIVERY

WE are the largest makers of special size mirrors for Vanity-boxes and other toilet articles and guarantee all our mirrors against defects of any character.

Specially packed for shipment out of town and guaranteed against breakage.

***Actually Prompt
Deliveries***

ROYAL MIRROR WORKS

187 MERCER STREET
NEW YORK



GLASS VIALS



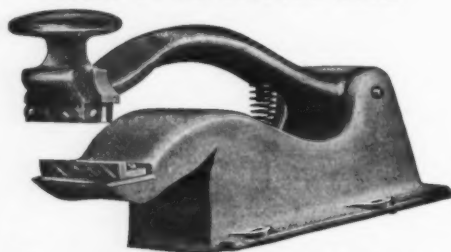
Automatic Machine Made, Are Uniform
in Capacity, Corkage, Height and Width

Especially Adapted for the Perfume Trade

KIMBLE GLASS COMPANY

VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.

THE BEST
HAND POWER MACHINE MADE



THE "STANDARD" TUBE CLOSING MACHINE

COLLAPSIBLE TUBES

(ALL SIZES)

Plain and Decorated

Special Tubes for Catarrh and Eye Remedies, Pile Pipes, etc.

STANDARD SPECIALTY AND TUBE CO.
NEW BRIGHTON, PA.



Seals of
Refinement



Our samples will interest you

Our prices will surprise you

WRITE FOR BOTH

JOHN HORN . . . 837-839 10th Ave., New York

Shampoo Base

Sparkling Clear - Firm and Concentrated
make your own colored shampoo from
the coloring matter we furnish gratis.

Shampoo Syrup - Liquid Soaps - U-S-P Green Soap
CLIFTON CHEMICAL CO. CLIFTON BLDG. 246 FRONT ST. N.Y.C.

HENDERSON LABELS



TRADE MARK

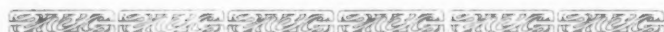


The attached are a few representative numbers from our line of Stock Perfume and Toilet Preparation Labels. We will be pleased to send our complete Sample Line, which consists of an extensive assortment of styles and designs for \$2.00. This amount to be credited on receipt of your order. Additional information on request.

THE HENDERSON LITHOGRAPHING CO., CINCINNATI, OHIO, U.S.A.

OUR SAMPLES ARE NOW CONVENIENTLY PLACED IN BOOK FORM.
WRITE FOR THIS ELABORATE AND EXCLUSIVE LINE.

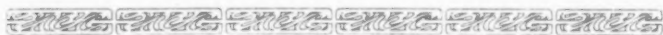
MADE IN U.S.A.



A MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.



The Henderson Lithographing Company

Station H, Cincinnati, Ohio, U. S. A.

THE TWITCHELL PROCESS

THE STANDARD METHOD OF
DEGLYCERINIZING
THROUGHOUT THE WORLD

Kontakt Saponifier

FOR HIGH GRADE FATS

Kontakt D. P. Saponifier

FOR LOW GRADE FATS

The Twitchell Process Co.

CINCINNATI, OHIO

ROUGE and FACE POWDER COMPACTS

Lip Sticks, Nail Polish
Cosmetique, Eyebrow Pencils



ABONITA COMPANY, Inc.

134 S. Clinton St.

Chicago

Compact Specialists

PRIVATE BRANDS EXCLUSIVELY
PROMPT SERVICE—IMMEDIATE DELIVERIES

H.D. Smack Co.

80 John Street
New York

I All grades of
VANILLA BEANS

GUMS

Arabic Tragacanth
Crude Powdered

POWDERED KARAYA GUM

Swan Down Powder Puffs

(ALL STYLES)

Rofl Vanity Wool Rouge Puffs

about 1½" in diameter

Sole U. S. Distributors

M. DE MATTIA COMPANY

88 Watt St., New York City

AMECOUSEMA AMERICAN
TRADING HOUSE

25 Rue St. Augustin, Paris (2), France

Cables :—"AMECOUSEMA PARIS."

All codes.

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Bring Bigger, Better, More Orders



Write for Pictorial Catalog 80.

KNICKERBOCKER CASE COMPANY

Specialists and Original Designers

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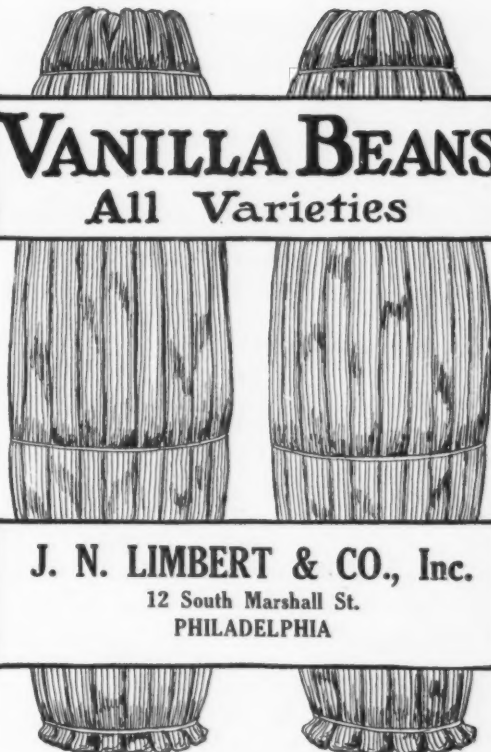
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(Continued on page 134)



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To the manufacturers of high quality creams I offer this
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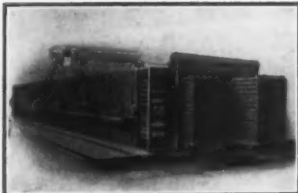
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"Proctor"
DRYERS

(Continued from page 132)

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(Continued on page 136)

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Charges Moderate

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(Continued from page 134)

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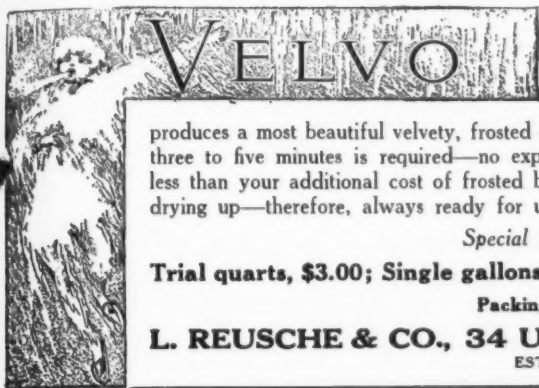
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SHAMPOO BASE SOAP
SHAMPOO PASTE
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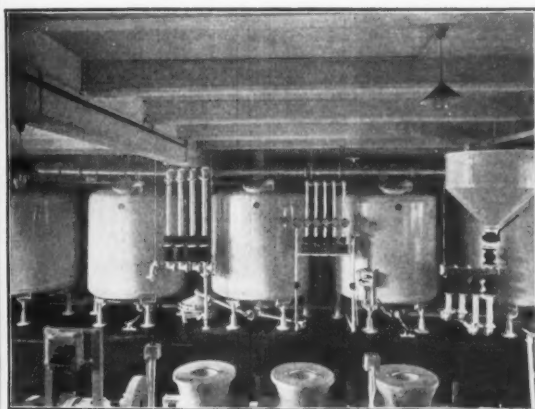
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14 Cliff Street

New York

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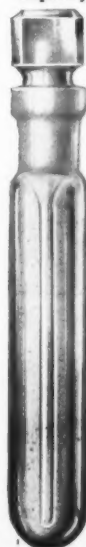
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NEW YORK CITY

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Insert between 56 and 57, 56 and	57	Shipkoff & Co.	100	Whiting-Patterson Co., Inc.	106
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Pallas Mfg. Co.	Insert between 112 and 113	Sierra Talc Company		Wiedmann Company, The Geo.	134
Papazoglou & Co., Botu.	Inside Front Cover	Insert between 88 and	89	Wirz, Inc., A. H.	
Parento Compagnie	94	Smack Co., A. D.	129	Outside Back Cover and	11
Parsons, M. W.	100	Smith & Co., R. Walton	101	Young Bros.	115
Passaic Metal Ware Company	10	Società Italo-Francese	69	Zagara, La.	Insert between 80 and 81
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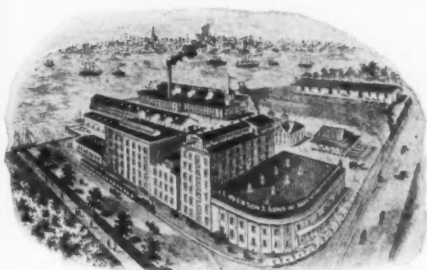
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